


THE Publishers' Weekly

The American BOOK TRADE JOURNAL


VOL. CXXVII

APRIL 6, 1935

NO. 14

 An answer to the challenge of Communism
is found in **E. Stanley Jones'** new book

Christ's Alternative to Communism

 DOCTOR JONES observed at first hand
how Communism is working out in Russia
and China.


He finds the world situation awaits a collec-
tive Christian act. In his book is a program
outlined for the Christian Church to follow if
it is to meet successfully the challenge of
Communism.

Net, \$2.00

An awakening and energizing book!

THE ABINGDON PRESS

NEW YORK CINCINNATI CHICAGO
Boston Detroit Pittsburgh Kansas City San Francisco Portland, Ore.



HENRY HOLT AND COMPANY

One Park Avenue, New York

The Remaking of an American

World adventure in the autobiography of a noted American woman. Chicago, Seattle, Mexico, China and Russia are the locales.



April 18

WITH A FOREWORD BY LINCOLN STEFFENS

- Virginia Kirkus:** "Really exciting reading . . . because of the singular clarity of the unfolding of a radical in the making. . . . An important book, sure of wide publicity."
- Lincoln Steffens:** "You start where I left off. . . . Yours is the next story that must be told in America. . . . A rare tale you are telling."
- Louis Bromfield:** "One of the important and illuminating documents of our times. In a way it is a history of that questing, idealistic spirit of New England . . . told through one family and at length through one woman led by it into the greatest of all political and economic experiments on the opposite side of the world."
- Walter Duranty:** "A world approach and a world appeal."

Backed by extensive national advertising

Large Octavo

422 pages

\$3.00

THE PUBLISHERS' WEEKLY, Publication Office, 19th & Federal Sts., Camden, N. J. Editorial and General Offices, 62 W. 45th St., New York City. Subscriptions \$5; Canada \$7.50; Foreign \$6; 15c a copy. Entered as second-class matter at the Post Office at Camden, N. J. Copyright 1935 by R. R. Bowker Co. London, D. H. Bond, 329 High Holborn W.C.1.

- Coming April 30th
- First printing 10,000
- A new book by

ARTHUR KALLET

- co-author of

100,000,000 GUINEA PIGS

- We told you that 100,000,000 GUINEA PIGS would sell.
- We told you that SKIN DEEP would sell.
- And now we tell you that a new book by a co-author of 100,000,000 GUINEA PIGS will sell.
- This new book is

COUNTERFEIT

- It is a 6" x 9", 96-page book of photographs and text, and it will retail for \$1.50.
- COUNTERFEIT is like no other book on the market today. It is graphic, realistic, pictorial. It not only "names names" but its striking photographs drive home every charge. The field COUNTERFEIT covers is far larger than that surveyed in GUINEA PIGS—it ranges from foodstuffs to disinfectants and textiles.

- **THE VANGUARD PRESS**



Are you prepared? **JUDGMENT DAY** by
JAMES T. FARRELL (\$2.50) is coming April 25

Newer

than the New Deal,
as up-to-date
as Walter Lippmann,
as wise
as Abbé Dimnet,
as witty
as Bernard Shaw.

Dear Bookseller:—

That's the note smart booksellers are using in selling the Montaigne Autobiography.

It's a classic, of course, but classic is a word that sets some people to yawning and that's the last thing in the world Marvin Lowenthal's version will do.

If we had the job of selling it, we would say to our customers, "Here's a book that's wonderfully good reading. Just skim a page or two and see how fresh and stimulating it is and how full of practical good sense. It really *is* a book that helps you get more out of life."

In case they were skeptical, we would have at hand the page opposite to show them what some of the brighter minds of today have to say on the subject.

HOUGHTON MIFFLIN COMPANY

THE AUTOBIOGRAPHY

*The Autobiography
of Montaigne has been
praised by these people*

F. P. A.

Gertrude Atherton

Ernest S. Bates

Mary Colum

Herschel Brickell

Dorothy Canfield

Felix Frankfurter

Lewis Gannett

Henry Hazlitt

Joseph Wood Krutch

A. Edward Newton

Fremont Older

Wm. Lyon Phelps

Burton Rascoe

Gilbert Seldes

William Soskin

Carl Van Doren

Hendrik Van Loon

William Allen White

Jacob Zeitlin

and in these words

"A brilliant idea, superbly executed."

"The most delightful conversation ever written."

"Profundity of thought made 'easy reading.' "

"What a wise old bird he was!"

"Not a gloomy note in it."

"I like the brisk, racy, animated movement."

"I got all steamed up over your Montaigne."

"The idea was magnificent, the execution superb."

"It might be someone talking at your own dinner table."

"A rarely modern book. We have not yet quite caught up with Montaigne."

"Better reading than all the New Deal stuff."

"What a modern he was in his own day and in the present day also."

"For sheer joy of reading, the old fellow goes best in this new format."

"My wife took it away from me on hearing my exclamations of delight and can't lay it down."

"I do not know that reading any book will make men wise and generous and tolerant, but we might try Montaigne because he will if anyone."

AY OF MONTAIGNE

DARK HORSES!

Two books on which—as this ad is rushed to press—both Donald Gordon and Virginia Kirkus are laying heavy stakes.

THE DEADLY DOWAGER by **EDWIN GREENWOOD**

GORDON, *American News of April Books*: “aba . . . swift-paced comedy for anyone’s reading...Immensely amusing farce...**Recommended!**”

KIRKUS, *The New York Office*: “**Entertainment plus** . . . Unique story of 83-year-old Lady Angela who developed a lethal monomania for the purpose of restoring the fortunes of her family, by collecting successively the insurance on all the relatives. **Good reading.**” April 19—\$2.

EVENING OF A MARTINET by **JANE OLIVER**

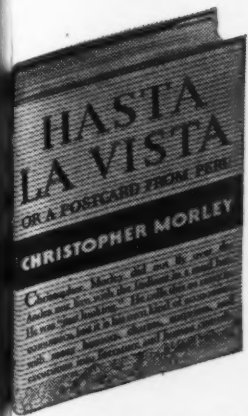
GORDON, *American News of April Books*: “aba . . . **Superbly told story** of the past romance that colors the life of the charming headmistress of a girls’ school...Deserves all the promotion a publisher can give it, and **recommendations** to your customers **will be well repaid.**”

KIRKUS, *The New York Office*: “A **first rate story** of the sort of woman you would like to know . . . Have it read by some member of your staff; you’ll find **numerous customers who will enjoy it.**” April 5—\$2

Are your orders in? DOUBLEDAY, DORAN

Happy Fiscal New Year to You, Mr. Morley

...for April 30th, not so far away, will see not only a new Christopher Morley book in the shops, but five other perennial favorites happily rolling along, three of them in bright, fresh new dress for Spring.

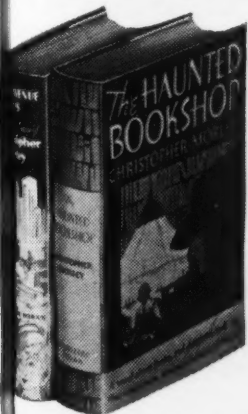


HASTA LA VISTA

We've already been hearing a great many delightful things about this "Postcard from Peru," which is

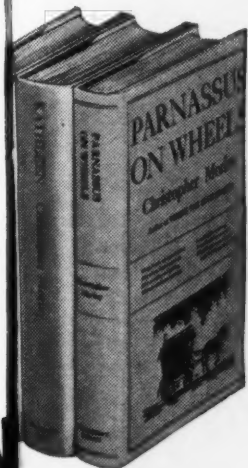
a Christopher Morley 'First' and a tour to South America done with the expected esprit, color and surprise.

(April 19—\$2.)



Any number of booksellers with imagination and energy are selling their own imprinted edition of **THE HAUNTED BOOKSHOP** (cost —\$1.35 to you, for your own mark-up), as well as **FIFTH**

AVENUE BUS, (1200 pages—\$2.), one of the steadiest, most profitable titles on the Doubleday, Doran list.



Just re-issued—three capsule classics—re-wrapped, durably bound in bright red, green, and maroon cloth—**KATHLEEN**, a tale of Oxford, \$1.35; **ONE-ACT PLAYS**, including *Thursday Evening*, *Rehearsal*, *Bedroom Suite*, *East of Eden*, \$1.75; **PARNASSUS ON WHEELS**, the novel for all lovers of books and romance, \$1.35.

"Blessed is he who has never been tempted: for he knows not the frailty of his rectitude." We quote the Author to himself... caught in a mood of perplexed indecision by Disraeli, photographic artist of The Saturday Review.



DOUBLEDAY, DORAN

A FEW
FOOLISH
ONES

GLADYS
HASTY
CARROLL

PUBLISHED

APRIL

23rd

\$2.50

MACMILLAN

a promise fulfilled!

When *AS THE EARTH TURNS* flashed like a summer meteor across the publishing horizon two years ago, the roar of appreciative applause was tempered by just one restrictive thought: *Is Mrs. Carroll a One-Book author?* Is this wholly remarkable work the result of a long nurtured, pent-up creative urge which may be expended in one grand effort?

Only a few and the most conservative of critics expressed this thought. The others, unanimously, were busy in announcing and welcoming the consummate literary skill, the deep, human insight, the virile, healthy sanity displayed in her depiction of the *Shaw* family and its neighbors.

Now the few doubters are answered!

In *A FEW FOOLISH ONES* to be published April 23rd, Mrs. Carroll portrays, with the same skill and greater maturity, a small rural New England community, the residents along a mile of York Road, between the years 1870 and 1930.

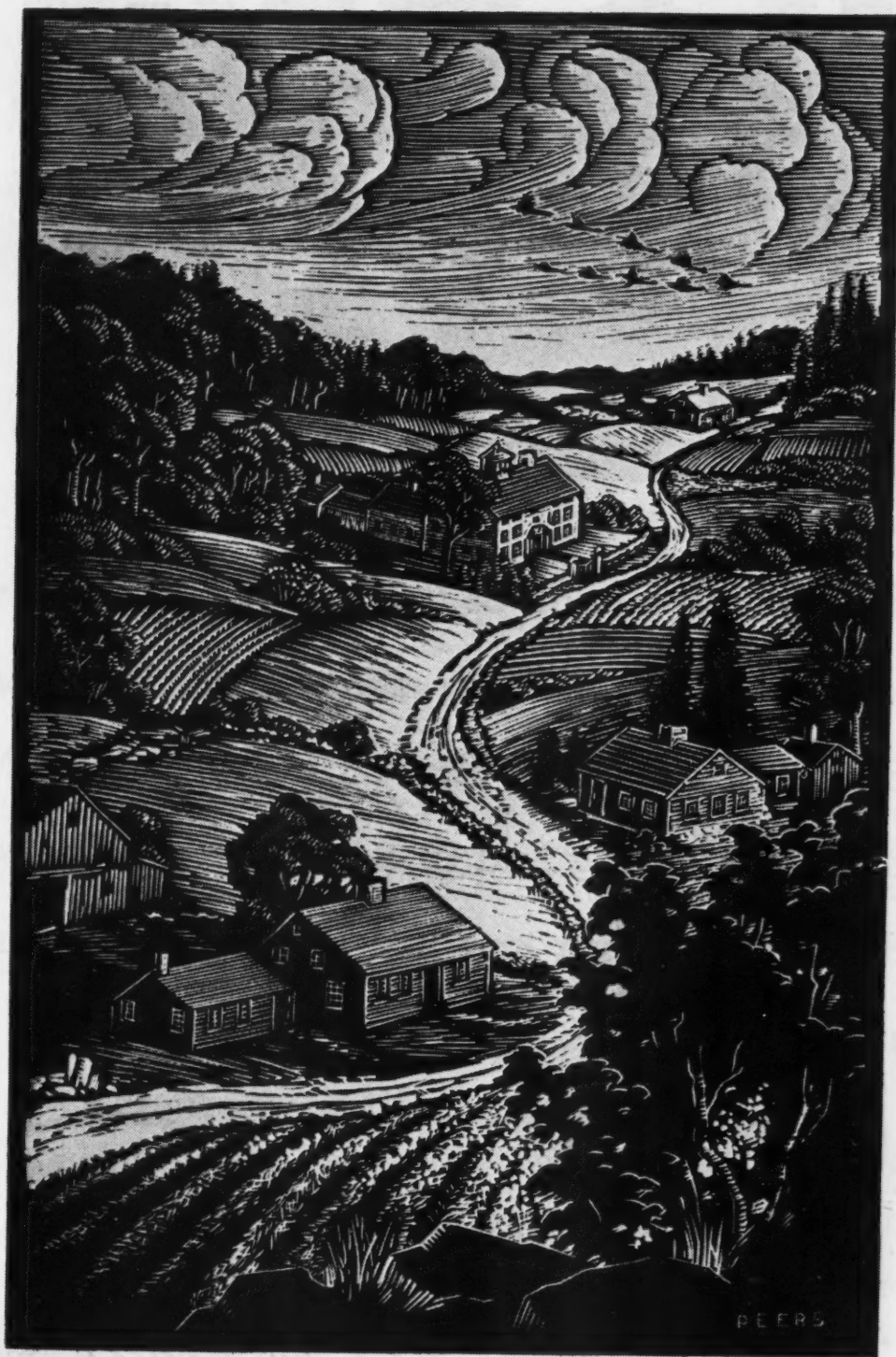
"Birth, marriage, death and all that lies between is told here as it might be recorded in the pages of a family Bible!", exclaims Harry Hansen.

*Three Large Printings
before publication!*

—Get Your Order in At Once—

THE MACMILLAN COMPANY
60 Fifth Avenue, New York

A Few Foolish Ones



GLADYS HASTY CARROLL
AUTHOR OF
AS THE EARTH TURNS

—of which 120,000
copies have been sold.

MEN AND SHIPS OF ★ STEEL ★

WAYNE FRANCIS PALMER

This first modern picture book of the Navy, with 275 unique photographs arranged in exciting sequences, indelibly portrays every activity of our fleet. Dramatic shots of the Navy at home and abroad, in training and in action fill 160 pages with beauty, tragedy, achievement and make this a book for every household library.

● Prepared by Mr. Palmer with the assistance of Hanson W. Baldwin, naval expert on the N.Y. Times, designed by Gordon C. Aymar, New York's number 1 photographic designer, and superbly reproduced by flat bed gravure, MEN AND SHIPS OF STEEL is the finest photographic book you have yet had to offer. Preface by Secretary Swanson of the U. S. Navy. Size 8¾ x 11¾, bound in waterproof blue cloth.

May 8

\$3.50

**LOBO
LAW**

by Will Ermine

A new western by the
author of "Laramie
Rides Alone". Com-
ing May 8. \$ 2

THE LAST OF MR. NORRIS

BY CHRISTOPHER ISHERWOOD

Mr. Arthur Norris, citizen of the world, is probably the most delightfully unprincipled gentleman to appear in modern fiction. He manages to hold your affection while he ruthlessly fleeces his wealthy and unsuspecting friends. The entertaining book in which he appears (and disappears) has been likened to a Noel Coward comedy—which is to say that it is subtle, sophisticated, and altogether amusing. Mr. Isherwood's rare talent is a discovery of which Morrow is distinctly proud.

May 8

\$2.50

THE RED WIDOW MURDERS

BY CARTER DICKSON

Murder in a room with the door guarded and the window locked . . . Sir Henry Merivale and grumpy Humphrey Masters who solved the "Plague Court" and "White Priory" murders . . . the shuddering history of an ancient bed-chamber. With this background, Carter Dickson has written his most baffling mystery to date. The Red Widow Murders with its logical solution of an incredible crime will make mystery fans cheer. An outstanding Morrow Mystery.

Coming May 8

\$2.00

Letters from a Salesman to his Trade

DEAR SALLY:—

Thanks for the glad handshake via Bill Britton. »»»

The tocsin's ringing, the lion's roaring, spring's two weeks old and the news is out! What news—what news! »»»

On May 10th The Hartney Press trips into long pants by publishing its first two novels. »»»

On May 10th, at dawn, MICHELINE KEATING will gallop her polo-pony from Mitchell Place to the nearest news-stand for the early reviews. »»»

On May 10th, at dawn, JAMES EDWARD GRANT, in Hollywood, will yawn at his typewriter, ask his red-headed wife Jo for an Old-fashioned (minus the salad), and hot-foot for the queue at the Hollywood Book Store. »»»

For on May 10th Hartney publishes:

TILL HEAVEN CRACKS, by MICHELINE KEATING (A Hartney Modern \$2.00), Mike's fourth novel. (When she was sixteen, Putnam's published "Fame," her first.) »»»

A novel of the power (of money) to mold the policies of nations and the destinies of individuals. A novel of intense, passionate desires for what we cannot always get. »»»

Lovely Cassie Phyfe, with her millions, tried to buy Nils, the dark, Swedish artist, the idealist. But her name was to go on the wedding ring—not his. »»»

If you were a man—wanting security, comfort, beauty—could moneyed loveliness persuade you to give over your name?

"May I present, please,"—for instance—"the famous artist, Mister Cassie Phyfe?"

Senior Phyfe, by the way, of TILL HEAVEN CRACKS, is a munitions man-

ufacturer. The war-and-armaments talk will put timely high-lights in the liqueurs and salt in the beer. »»»

And— »»»

THE GREEN SHADOW, by JAMES EDWARD GRANT (A Hartney Mystery \$2.00). »»»

It's Grant's first full-length thriller—but his syndicated column, "It's a Racket," disturbed Chicago's boom-boom boys; his Tip O'Neil shorts in SatEvePost and Liberty disturbed the missus' slumber. »»»

THE GREEN SHADOW is a fast, tough, and complex Tip O'Neil story. »»»

Tip O'Neil, the detective, is not a fancy, walking-clothes-horse crime dabbler—but a convincing murder expert with a shrewd brain and a pair of pounding, pile-driving fists. »»»

Solving the Harding maze will be no push-over for the fans. It hasn't, as Nancy Harding had, round heels. »»»


The best 200-word explanation of what is meant by "the green shadow," will be worth a \$20 bill to some curious book-seller or bookseller's clerk. More of this anon. »»»

Spot news—! The jackets are four-color processed, double-varnished and water-proofed—and made, at great expense, a semi-permanent part of the book. Hartney optimistically hopes that thus more books will be rented—they look so nice! »»»

These jackets cling, cling, cling—They don't stick. They will last until age withers, custom stales, or the Maltese cat wants to inspect the bindings. »»»

Sincerely yours,


Paul Whitney



THE HARTNEY PRESS, INC.

205 EAST 42nd STREET,
NEW YORK, N. Y.

Romances - Mysteries - Moderns - Westerns





Mignon G. Eberhart writes her greatest mystery

We're not resorting to superlatives without deep consideration when we say that this, the ninth book by Mignon G. Eberhart, is easily the best thing she has written. Though her books in American editions alone (and they have been translated into nearly every civilized language) have sold over a quarter of a million copies,

this magnificent story of love, terror and mystery in a Chicago penthouse is very likely to top all her previous successes. Remember the title—

THE HOUSE ON THE ROOF
—and start taking advance orders
NOW! The date is May 3, the price
\$2. DOUBLEDAY, DORAN

THE CRIME



We've been telling you about Crime Club sales, with lots of big figures in *black* on the books for the month just ended, with such titles as **BULLDOG DRUMMOND AT BAY** selling in quantity and with Todd Downing's **VULTURES IN THE SKY** ready April 5. BUT —here's the best news of all—the real climax to a brilliant season — in three corking new books from three of the most popular authors in all mystery fiction . . .

Mr. Fortune Objects by H. C. BAILEY

Author of the classic **SHADOW ON THE WALL**, recognized as probably the greatest living writer of short mystery fiction, a man who takes rank historically with Conan Doyle and Edgar Allan Poe, Mr. Bailey presents us with six of the most exciting cases of Reggie Fortune's amazing career. "Bailey is one of the very few writers of whodunit whose short stuff sells."—*Donald Gordon*. A sure-fire best-seller.

April 19—\$2.00.

The Sai

CRIME CLUB, Inc.
Garden City, N. Y.

CLUB'S "BIG 3"

Jimmie

Dale and the Missing Hour.

by **FRANK L. PACKARD**

Something like two million Jimmie Dale books have been sold. The last, "Jimmie Dale and the Blue Envelope Murder", sold 28,000 in Trade, still sells in reprint. Now again this favorite young adventurer matches wits with the police and the underworld, in a life and death duel. May C. C. Selection—May 3—\$2.

LESLIE CHARTERIS

This little Saint is the guarantee of gaiety and unique excitement in detection to thousands of fans for the blithesome Mr. Templar. Here's one of his very best books. "A corker!"
—H. R. Huntting Co. Ready May 17—\$2.



int Goes On

Chicago Sunday Tribune
THE WORLD'S GREATEST NEWSPAPER
DECEMBER 2, 1934

The Evening Star
WASHINGTON
MARCH 17, 1934

The New York Times
Book Review
SUNDAY MARCH 17, 1934

I SPEAK = SILENT
(PRISONERS OF SOVIETS)
VLADIMIR Y. TCHERNAVIN

I SPEAK FOR THE SILENT
• PRISONERS OF THE SOVIETS •
BY VLADIMIR TCHERNAVIN \$2.50

BOOK
SUN
Washington Herald
Chicago Tribune
Brooklyn Eagle
Salt Lake City Star
Los Angeles Times
Minneapolis Tribune
Cleveland Press
Portland Oregonian
Southwestern
Philadelphia Inquirer
Public Ledger
Examiner

A Best Seller
Reviewed from coast to coast
Advertised to 4 1/4 Millions
Order through your jobber
or direct from
HALE CUSHMAN & FLINT
Boston

THE
Baltimore Sun
New York World-Telegram
Detroit Free Press
Kansas City Times
St. Louis Globe-Democrat
Richmond Times-Dispatch
Cincinnati Enquirer
Washington Herald
Boston Herald
New York Times
Philadelphia Inquirer
San Francisco Chronicle
Los Angeles Times
San Francisco Herald-Examiner

STAR OF THE WEST

The Romance of the LEWIS
and CLARK Expedition with
SACAGAWEA as the Heroine



By **ETHEL
HUESTON**

Take it as Romance, or History

... here is one of America's greatest sagas

Together they discovered the Northwest: a Beau Brummel secretary of President Jefferson, a young army captain, and the immortal Sacagawea, an exiled Indian girl who guided them back to the homeland from which she had been stolen. Now Ethel Hueston, an author well known for her delightful stories, has studied their journals, followed the trail they took, and recreated in this book their epoch-making adventures. A permanent addition to your list of steady sellers.

To be published April 19th \$2.00

New York **THE BOBBS-MERRILL COMPANY** Indianapolis

A NEW NOVEL BY

Katharin



fr

ARRAR
ND RINEHART

me Brush

author of **YOUNG MAN OF MANHATTAN**

Don't Ever Leave Me

A BRILLIANT and tender novel about the glittering world of country clubs and glamorous mistresses . . . a dramatic story about a puzzled mother, a wayward son and both their lovers . . . set against a fascinating background of dancing and jazz music. Miss Brush's first full-length novel since *Red Headed Woman*. \$2.00

 To be published **APRIL 22**

● **First we gave you SKIPPY**

A big seller for six years



● **Next we gave you HENRY**

Who justified our "best seller" prediction within 72 hours after publication



● **Now we give you
PHILBERT**

Who will do at least as well as his predecessors



Because PHILBERT has made the same smash hit in *Collier's Weekly* that HENRY made in the *Saturday Evening Post*. An animated movie cartoon of PHILBERT *has already been made*. A whole series of PHILBERT GAMES AND TOYS has been arranged for. We are backing PHILBERT with a big advertising campaign. And there will be a good poster for your window.

Publication Date: May 15th Price \$1.50

Uniform in size and format with HENRY

A "trick" jacket that is a clever toy in itself



And, by the way, how's your stock on HENRY?

He's still on the Best Seller list

GREENBERG : Publisher, 449 Fourth Ave., N.Y.

In Canada: Geo. J. McLeod, Ltd.

APRIL 6, 1935

1405

**A wireless operator tells the
inside radio stories of great
marine disasters!**

By

KARL BAARSLAG

SOS



TO THE RESCUE

This book tells, largely in their own words, the radio operators' stories of the great sea disasters and rescues of modern times. The author has spent years in research and now tells the true stories that brother radiomen have placed at his disposal, thrilling stories never before revealed. Capt. Felix Riesenbergh in his introduction to the book calls it a definitely new and important contribution to the lore of the sea.

This book has news value; it has excitement on every page; its sales possibilities are unlimited; it will be backed with a substantial advertising campaign. *Write for striking display material.*

OXFORD UNIVERSITY PRESS, 114 Fifth Ave., N. Y.

ILLUSTRATED WITH

16 PHOTOGRAPHS

PUBLISHED APRIL 25th \$2.50

The True Stories Of The:

**TITANIC, REPUBLIC, MORRO
CASTLE, VESTRIS, EMPRESS
OF IRELAND, TEMPLEMORE,
ANTINOE, VOLTURNO, TASH-
MOO, GEORGES PHILIPPAR**

and other Epics of the Sea.



NO LOW-PRICED REPRINT EDITION OF *Magnificent Obsession*



—By Lloyd C. Douglas

is in preparation or contemplated. The present regular trade edition will be continued without change. (\$2.50)

New selling campaign being launched simultaneously with the publication of Mr. Douglas' latest novel. . . . See that your stock of **MAGNIFICENT OBSESSION** is ample; check at once and mail your order. Unique cardboard display stand and imprinted circulars on request. How many will you need? Write us your requirements today.

MAGNIFICENT OBSESSION has demonstrated its power generously to repay your selling efforts. This miracle book has made dreams come true. Continuously a best seller for a longer period than any comparable title—still selling two thousand copies a month. Sales totals: January, 1935, 2289 copies; February, 1734 copies; March, 2500 copies (estimated 3-20-35). "Sales" steadily onward while others come and go.

Every call you have for a Douglas title also offers you a sale for **MAGNIFICENT OBSESSION**.

WILLETT, CLARK & COMPANY
CHICAGO NEW YORK

NEW SELLING AIDS

The Only Modern Title Continuously Advertised for Five Years.



Now *the truth about what is behind
the religious persecutions be-
ing waged in Mexico*

BLOOD-DRENCHED ALTARS

By Francis Clement Kelley

An extraordinarily keen, forceful, and honest study of the relation of Church and State in Mexico, from the beginning of her history until the present time. It succeeds in painting a convincing picture of why Mexico's history is besmirched with the blood of revolution and counter-revolution, where we must lay the responsibility for the political turmoil now prevailing, and what are the FACTS involved in the war against the Church as it is being carried on today. Fully documented.

Ready April 10th

\$3.00

THOMAS MORE

By Christopher Hollis

A critical analysis of the life and works of England's smiling martyr and greatest Chancellor.

\$2.25

ERASMUS

By Christopher Hollis

Frank and intensely stimulating is this biography, set against the background of the Protestant revolt of the sixteenth century.

\$2.25

PHILOSOPHY OF SCIENCE

By Fulton J. Sheen

Challenging popular scientific beliefs in no uncertain terms — written by one of America's most brilliant men of letters.

\$2.75

BRUCE - MILWAUKEE

Coming May 15th

THE AMERICAN EDUCATIONAL CATALOG 1935

For the use of all who are in need of quick and accurate information regarding author, editor, publisher and price of elementary and secondary textbooks and supplementary reading.

It is arranged in alphabetical order by author. A few exceptions have been made in the case of series that are better known by title or editor. Dictionaries are listed under that heading; some are mentioned in alphabetical order by compiler's names and referred to such under the general heading.

134 Pages

Paper 50 cents

Bound in Board \$1.00

Rates for Imprinted Quantity Lots

100 copies	\$ 13.00
250 "	31.00
500 "	58.00
1000 "	109.00

R. R. BOWKER CO. 62 W. 45th St. NEW YORK

Virginia Kirkus

The New York Office

Miss Kirkus has a remarkable score in picking saleable books before they are published. She lists *The Silver Horn* by Gordon Grand on her calendar of *good bets*, and says in her April 1st Bulletin:

"The Silver Horn is thought by many to be the high water mark of sporting stories in this country. The sketches are enchanting, and the appeal is much wider than simply to those readers who are actively interested in hunting and racing. Delightfully written, with enough emotional value to bring many a smile and many a catch in the throat, these stories deserve a wide market. The perfect country house gift book."

The Silver Horn has also been published in England—an unusual event for American sporting literature. *Scottish Country Life* says: "The Silver Horn is not only one of the most delightful books on horses and hunting that has ever come into my hands, it is also one of the most human and understanding things that has been written for a decade. It is not necessary to be a sportsman to enjoy this book. It has an individual charm that renders it almost immune from criticism."

If you will recall Sassoon's *Memoirs of a Foxhunting Man* you will realize that sporting literature has a wide market.

We will publish *The Silver Horn* under our Windward House imprint on April 15th at \$3.75.

Inasmuch as our salesmen may not be able to show you this book before publication, will you please send us your order promptly so that you will have copies on time.

The Derrydale Press · 127 East 34th Street · New York City

George H. Doran
calls his reminiscences

Chronicles
OF
BARABBAS

TO be published April 25, just fifty years from the day George Doran entered the employ of The Toronto Willard Tract Depository Limited, in answer to a sign in the window, "Smart Boy Wanted."

It is the full account of Mr. Doran's publishing career from that day through the time of the Doubleday, Doran merger.

He tells of his years of active publishing associations in England, of his acquaintance with Arnold Bennet, Somerset Maugham, H. G. Wells, E. V. Lucas, Hugh Walpole, Frank Swinnerton and many others, most of whom he was responsible for introducing to the American public.

He tells of the field of American publishing and of his part in it, of the notable American writers, Mary Roberts Rinehart, Charles and Kathleen Norris, Irvin Cobb and others, published by him.

From the extraordinary range of his experience in America and England, Mr. Doran discusses a multitude of subjects which will interest the book trade—literary agencies, editorial policies, plagiarism, religious publishing, subscription publishing. The general interest of the book is, of course, its revelation of characters and personalities, and the fascinating round of the world of books and their makers.

\$3.50. April 25.

HARCOURT, BRACE & COMPANY, 383 MADISON AVENUE, N. Y.
In Canada, George J. McLeod, Toronto

THE PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

APRIL 6, 1935

Readable Books

*The Great Need Is for New Books
for New Readers*

LYMAN BRYSON

*Visiting Professor of Education, Teachers
College, Columbia University, widely known
for his work as Adult Education Forum
Leader in the Des Moines, Iowa, Public
Schools*



Lyman Bryson

THE PUBLIC LIBRARY has greatly enlarged the book reading public in the last generation. Present systems of adult education bid fair to expand this movement still further. But adult education will not accomplish all its purposes unless certain kinds of books now lacking can be written and put in print and distributed to the people for whom they are intended. In fact, the adult education movement finds itself not only handicapped but blocked in some directions for lack of materials which no one as yet has found out how to get produced. What is needed is new books for new readers.

Who are the new readers? They can be roughly described by saying that they have had about the equivalent of a seventh grade education. They are mostly over thirty-five or forty years of age. They are mature in mind and in experience, but are unresponsive to available books because of meagre educational training and very little reading skill.

Almost no books are written with their needs specially in mind. We have ample testimony from educators and librarians that they try stubbornly to make some use of what exists but they are not satisfied. Psychologists have given assurance that the difficulty does not lie in any lack of learning power in the brain of the mature person. His speed in learning is slower, however, than that of the child and he is more easily discouraged. It is paradoxical but true that an adult who comes to a class or to a book on his own volition, and to learn something he has chosen for himself, is more easily discouraged than is the child herded into a classroom with little consultation of his own desires.

Children are not better readers than their parents, but they are equipped with a technique that might be described as a way of finding out what it is that a textbook intends to convey. In school, a child has to learn interpretation under compulsion. This is

not really reading. It is a painful accomplishment, cast off as soon as he is released from pressure. The great bulk of the adult population of America never went through much schooling and this technique was not acquired even temporarily. And yet most books now published on serious matters are not written to be "read." If they are to be used by anyone who is not an expert, they have to be puzzled out under the eye of the schoolmaster or indistinctly comprehended by the man or woman who is willing to make considerable effort to keep informed.

Many Do Make the Effort

There are, of course, many who do make the effort. They crowd into the night schools; they carry on more or less satisfactorily in clubs, with the help of reading courses and correspondence schools. They devour the newspapers that speak their language, although the more intelligent are uneasy under the ministrations of those who have taken the trouble to find out how they can be reached but have not taken the trouble to give them honest stuff.

No one can estimate their possible number. It is natural for those who view their needs with deep concern to suppose that they are very numerous. But out of our seventy-five million or more of adults, there are only a million or two who buy the books that are now being printed. One could add to these a few millions more who patronize the public libraries. But it is estimated that less than half the adults make any use of public libraries. Many cannot do so because library facilities are not offered them, and even within reach of the best of public library systems there are not enough readers and certainly all publishers would agree there are not enough book buyers.

An Untouched Field

It would be foolish to say that they must be made to read. People can live without books. The important point is that an acquaintance with these bookless people indicates clearly that they do not read books because they do not get the books they want. I cannot answer a further important question, Would they buy these books if they were printed? No one can guess the answer because no determined effort has ever been made to find out. It is my conviction that a book buying and a book reading public num-

bering millions is here, an untouched field waiting for enterprising writers and publishers.

In addition, there is at present a very large group of young people recently discharged from school who have not yet found a place for themselves in the world, either for personal adjustment or for earning a living. An effort is being made by the public school system to keep many of them in the classrooms. More far-sighted educators are offering supplemental work which will occupy their time while they are waiting for the gradual recovery of the world. If there is a difference between these people and those previously mentioned, it is that these have more reading skill because they are fresher from their school experience. But they too want simple and lucid introductions to many things which they would be willing to look into if their patience were not tried by textbook mannerisms and turgid writing.

What Do They Want?

What is it that all these people want? Here again experimenting on a large scale may be necessary before anyone can know. Of course, they want books about their occupations and about their personal problems. The publishing system is meeting their demands in this direction better than in the others. But they ask also for books on topics of general interest, on science, on history, travel or philosophy. Particularly they want books about current controversial questions. They turn to literature, or would, if they had more hope of finding what they seek, for exactly the same reason that you and I would want a book; for entertainment, of course. The movies provide romance and adventure a-plenty, and magazines offer still more, but they, like the rest of us, find themselves unfortunate strangers in a bewildering world, and they want help in understanding what it is all about.

It should go without saying that the sort of thing I am talking about must be brief and cheap as well as lucid. It would naturally be asked, "Why, if this field is so ripe for the harvest, has no one ever done anything about it?" In answer, one can say that some things have been done, but mostly they have been unsuccessful and probably the lack of success has been because publishers and writers have failed to take this class of possible readers seriously enough. There are still

publishers who think that by changing the title-page on a book written for children they can get it into the hands of thousands of happy adult readers. There are still writers who cannot attain simplicity without condescension and, of course, there are charlatans in great plenty. But even if this were not true, there would still be a new demand arising now.

Educational Level Rising

For one thing, the educational level of our people goes slowly upward. It is only recently that we have succeeded in getting a little more than half of our eligible young people into high school, but the addition of a year or two to the educational experience of each generation has already changed the character of the whole population. The movies and the radio, however we may regret their excesses and their vulgarity, have had an unquestionable effect upon the curiosity and intellectual alertness of the people. They have literally widened the world for everybody.

What seems to have escaped a good many observers is that this increase in general intellectual alertness, this visible improvement in the intellectual climate, provides something more than substitutes for reading. The movies and the radio provide experiences which might and often do lead to very much more reading than would otherwise be indulged in. People whose knowledge of music has been vastly expanded and enriched, who know more of public affairs, who know more of foreign lands, who have more exacting ideas about drama and more human understanding because of what the radio and the movies have done to them, will naturally turn to books for further exploration of those interests.

Not much can be accomplished, however, by any publisher or author who will not face the tremendous stylistic and psychological

problems involved in this kind of writing. No simple rules, no vocabulary count, no chopping of pages into short paragraphs, will alone solve the problem. The difficulties lie much deeper.

Simplicity Needed

There are, doubtless, concepts and ideas which cannot possibly be made simple. There are many, however, which are grasped without difficulty by mature men and women when they can discuss them in their own speech with people whom they trust and understand, but which they fail to recognize when they see them in literary terms. Simplicity, yes, but simplicity of a very skillful kind. The simplicity of great art, which comes from a masterful understanding of the subject matter, a sense of drama, a knowledge of the lives of readers so that illustrations come easily to hand, and above all, the courage to be direct and clear.

Many librarians and educators have made exhaustive studies from the psychological and the behavioristic approaches to the general situation. Their findings are open to anyone who wishes to undertake this kind of public service. I am not pretending, however, that it is a service which would lack substantial reward. Unless such books are commercially successful, they are probably not doing what educators and librarians want them to do. The publishing business in this country now, outside of textbook printing, is a luxury affair, an enterprise for the benefit of the few. I am suggesting that it need not be so forever.

That there are immense difficulties in distribution and in all the mechanical and business details one can readily admit, but some of us who are outside the business still believe that if energy and enterprise were applied to searching them out, millions of new book readers—and book buyers—would be discovered among our people.

This paper was given recently before the Publishers' Lunch Club in New York and caused a great deal of favorable comment on its clear picture of a new market

A Garden-Book Show

*Books and Flowers Combined Make a Successful Event in a
Boston Bookshop*

BEULAH FOLMSBEE

Bookshop for Boys and Girls, Boston, Mass.

MAYBE IT WAS ONE of those misleading spring-like days of early February when the gardens just outside the Bookshop windows lay tranquil and sunny under a cloudless sky; maybe it was an advance notice of the Annual Spring Flower Show; or maybe (and I suspect this latter to be the case) it was Pop's flower stand blazing with glory at our very door that fathered the idea of a Garden-Book Show.

When Spring is just around the corner, all the world, we think, loves a garden. It must be true, for surely no undertaking ever met with more cooperation from authors, publishers, and garden club members. And surely Henry Beston's "Herbs and the Earth" was written and published just in time to grace the opening event of our Garden Week. But to an orderly description:

On Tuesday, March 11th, Mr. Beston was guest speaker at a luncheon for which every available place was reserved in advance—a happy omen for the future of "Herbs and the Earth," and a matter for real rejoicing to the Book-Show committee, as the cards which announced the luncheon also carried an invitation to the Garden-Book Show scheduled for the 15th and 16th.

To begin with, because we particularly wished to acquaint the public with our upstairs bookroom (newly christened The Study), where the stock of garden books is regularly carried, we chose the entrance leading directly to that room at which to stand two tall cedar trees half-girdled with white arrows lettered "To the Garden-Book Show." Both of the shop windows were arranged with garden books in mind; one carried a large decorative "invitation to the Garden-Book Show" sign as a background for books ranging from those on plain dirt gardening to the most attractive ones on flower arrangements. The other window, calculated to bring hesitant passers-by to a decision in the affirmative, was given over entirely to an exquisite flower arrangement in red and white, done especially

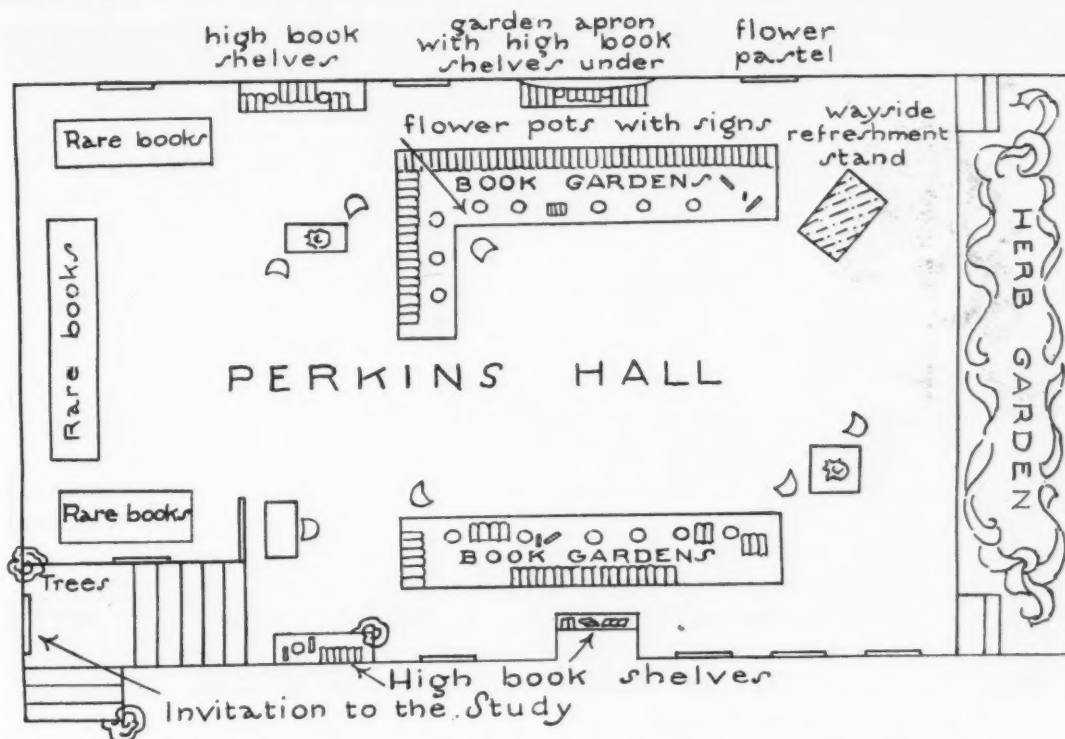
for the Bookshop by an interested garden-club member.

Once inside the door, the visitor had no difficulty, even in this old building which is a perfect example of Boston's winding, twisting thoroughfares, in finding his way to the Book Show, for at every questionable turn there was a gay green-and-white arrow to point the way. The Study itself was so festive with special exhibits of books and flower-prints and spring flowers on table and window shelves that it was often necessary to volunteer that the *real* show could be reached by following the arrows.

Perkins Hall, where the show was held, was transformed into a garden in three parts. A real growing-herb garden, designed and planted by the President of the Herb Society of America, filled one end. With its backing of tall dark cedars casting their shadows over the white-pebble terrace on which nearly a hundred little pots of herbs from the Cherry Meadow Gardens—marjoram, thyme, hyssop, balm, rosemary, and many others—had been arranged in effective design centred about an old pump, it was easily the reason for many a second visit to the show and for special interest in the herb books nearby. At the opposite end, "Book gardening under glass," as the Transcript described it, was represented by 3 glass show cases in which were exhibited rare old herbals and priceless garden books generously lent from private collections. In the center, long tables arranged in the design of a formal garden were planted with hundreds of garden books of every description, and in a riot of color.

As far as possible, the books were arranged in groups—rock gardens, water gardens, bulbs, herbs, trees, and shrubs, etc., each group labeled by green-painted markers thrust through up-ended flower pots in true garden style.

As a central decoration for the walls, we used a large Irish garden apron, lent for the



This diagram shows how the Garden-Book Show of the Bookshop for Boys and Girls in Boston was laid out. Books were separated, as far as possible, into classifications labeled by green-painted markers. At one end of the hall was a real herb garden

occasion by Bertha Mahony, and equipped to the last loop and pocket with proper gardening paraphernalia by our good friend, Breck, the seedsman. In the remaining wall space, there was an exhibit of Aimee Lamb's flower pastels, one of which was literally sold off the wall the second day of the show.

At one end of the Garden, and directly next the display of herb books, a gay wayside refreshment stand dispensed herb tea and horehound candies. Garden tables and chairs placed at strategic points gave an opportunity for visitors to look at books selected from the various displays; to consult the very gay garden lists and to make notes of books for later purchases (at this writing not a day has passed without bringing an order for books seen at the show). As our visitors left the room—many of them, we are glad to report, with green-and-white-wrapped books under their arms—they were faced with the Bookshop's new sign with its cordial "invitation to The Study, where garden books, as well as books of the theater, art, religion, education, psychology, poetry, and many other special interests may be purchased or borrowed."

Here, too, at the exit, was a table with all the lists, circulars, and announcements by the Bookshop and the Publishers; so that any

who had made the rounds of the show without having received them were presented with the "List of Books for the Practical Gardener" (issued by the Bookshop Round Table Group), with all the other lists tucked inside, and guaranteed, as reported by one newspaper, to induce grubbers in the earth to stay up nights for new ideas.

The amount of interest in the show itself, the numbers of customers who were introduced for the first time to our upstairs bookroom, and the sales made both at the show and since, all point very definitely to the truth of a statement made in a recent number of *Publishers' Weekly*, that "booksellers who have made a special point of garden book promotion have been well rewarded and have discovered that of all their steady customers none is so loyal as the satisfied garden book buyer."

And now that our special two-day show is over, and the city is filling with visitors to the Annual Flower Show, the big green and white sign in our window has been changed to read "Garden-Book Show in The Study," and with pleasant frequency one hears a customer, at loss for the exact title, murmuring, "It was right there, next to the Herb Garden—" and so on, we hope, far into May.



The Channel Bookshop's exhibit at the New York Flower Show

A Flower Show Exhibitor's Notes on His Trade

HARRIET ANDERSON

The Channel Bookshop, New York City

IN SPITE OF THE FACT that Carol Fleming and I ended our display of garden books at the Flower Show last year at a small loss, we dauntlessly tried it again this year. We were fortunate in getting better space on the third floor than we had on the fourth. We had nine feet of counter which made good display space and also made possible some blue shelves on the wall back of us that carried a brave showing of books with gay jackets. We also had as a center of attraction a gorgeous reproduction of Van Gogh's Sunflowers.

The counter had several units of interest: one was a group of books on herbs, with all the older titles and of course Mr. Beston's new book, which was just off the press. A low brown garden basket filled with small pots of growing herbs helped to enliven this group. Another unit was the group of new Doubleday, Doran garden handbooks with the \$1.79 edition of the Taylor book, "The Complete Garden," and other handbooks, manuals, dictionaries, note books and such like. Back of these a tempting English trug

held a new cutter, a kneeling mat of gay colored rubber, and the Biddle book on flower arrangement, flanked by Mrs. Hine's, Mrs. Cary's, and Mrs. Spry's books on arrangement. The trees, the shrubs, the birds and the bugs had their innings, and the specialties—old roses, iris, cacti, Mexican gardens, etc. Thanks to Marion Bacon, the intrepid early worm dispeller and seedling encourager, we had a garden list that can look any honest dirt gardener in the face without a blink, and this, of course, had a place of honor on our counter.

We were happy to receive compliments on the booth—these always help, even though they are not accompanied by sales! It is lovely when they come together! We found the pattern of sales following the scheme of last year: the first three days are the high tide, then the rest marks low tide. By Saturday the tide is so low the clams are exposed. The afternoon seems to be the buying time of day, and the chief sales unit 25 or 50 cents, or under. It is a tip to publishers to sprinkle

their garden lists with one, two or more of these low-priced items. They must be good, naturally, and worth owning; but they will go when the others sit heavy. For the few who buy the \$3.00 to \$5.00 book there is a constant turnover of these small units, and they put what butter there is on the bread.

Sales must be worked for, too. There is no use in sitting down and looking as pretty as you think you can, or in entertaining friends. You must be on your feet, looking alertly at the drifters to catch the faintest glimmer of interest and draw people to your counter. It is very tiring. The air is bad, the crowds are milling around, there is probably a noisy booth at your side, and by half past ten each night you think you cannot face another day. But a hot bath and a night's rest do wonders, and you are at it again next day, grateful for the compliments, and the sales.

One little thing interested me very much. I tried to sell—among other titles—the Putz garden note books, because I think they are

clear, simple, helpful and attractively priced, and I couldn't do it. Why? Because my prospects had in every case cut the articles out of the *Herald Tribune* and saved them, and they told me so with an expression of "I-got-the-better-of-you-that-time-old-gal."

We had famous gardeners at our booth—Helen Morgenthau Fox, Louise Beebe Wilder, Hugh Findlay, and Mrs. Keays, whose charming book on Old Roses was just out—these were some of the garden lights we recognized; and there were other gracious visitors representing garden club activities and interests. We were sure we had many practical gardeners visit us, many from estates that were exhibiting, and of course crowds of people from the age of early teens up to three score and ten who love growing things and who looked and bought with the kind of appreciation that makes all the hard work more than worth while.

Sum total: engage space for booth at Flower Show for next year, making reservation earlier!

Marcella Hahner Has a March Sale

*This Yearly Feature of Marshall Field's Book Department Is
Enormously Successful*

GROFF CONKLIN

EVERY YEAR AROUND the first of March, Marcella Burns Hahner, Marshall Field's brilliant book-department manager, gathers together a collection of books of one kind or another and sells them. Not content with doing an annual business which is the envy and admiration of the rest of the store, she every year manages to produce an extra quota of sales during the seasonal markdown which sometimes surprises even herself.

Last year's was put over by means of a decoration of the department in imitation of the Left Bank bookstalls of Paris. The results were of a sort that every smocked proprietor of every Left Bank bookstall would not envy but disbelieve: for the Marshall Field stalls were just about cleaned out.

This year, through various and sundry chances and circumstances, a goodly percentage of the stock of the famous Brick Row

Bookshops of New York and New Haven, 12,500 volumes more or less, was transferred bodily to the Chicago department store, and placed upon specially added plain white-painted shelves cannily located at the entrance to the book department. Thousands upon thousands of first editions, rare books, fine bindings, and volumes in all fields of the best English literature were offered to the buying public of this notoriously bad booktown at prices which, while low, were miles from being sacrificial: and the buying public bought! The stock was practically sold out. No catalog was issued; the only advertising was a small insert placed in monthly bills listing a few of the commoner items, and in addition a moderate amount of newspaper space; but even on the second day of the sale, which happened to be Saturday, the innocent bystander might have been

excused if he fell into the slight error of believing that everybody in Chicago who could read the headlines was in that department—buying books. Not just browsing, either. It was a buying public in the most practical sense.

Of course the sale was a success. Thousands of items from the usual overflow stock, marked down only moderately, were moved out with the Brick Row books; several very reputable and solid rare book and first edition dealers wrote or wired in offering to add their stock to the sacrificial pile; not a few people came (if not solely, at least primarily, because of the sale) to Chicago from New York and other far points; and the herculean efforts of a very efficient staff in preparing for the sale were rewarded by the knowledge that a great many people had been induced to buy good books who had perhaps never bought such books before.

The success of this March sale was a certainty before it even commenced; and no grains of salt whatsoever need be taken with that statement. It must have taken many years, much patience, tremendous intelligence, and no one knows how much hard work, to build the reputation for assured success that Mrs. Hahner now has the right to be proud of for herself and the department. That this reputation is not based merely on March sales or similar stunts, is proved by the habitual success of the Saturday sales which occur every once in so often. These never receive the slightest advertising; they go under their own steam. Mrs. Hahner has never been in the habit of loading such sales with weak remainders; the majority of the sale stock is composed of specially reduced books, special purchases, and the like. And these sales work. They bring people into the department; as Mrs. Hahner says, it is as if there were a grapevine telegraph, informing book lovers of their advent.

One of the reasons for the general success of the department is its location. This may sound strange when it is known that it is on the third floor. But, although for some time Mrs. Hahner had to fight the prejudice people seem to have against walking upstairs to buy a book, that particular bugaboo has long been defeated, and the blithe feature of the location—the fact that it has a complete section to itself, unimpinged upon by trunks or lingerie or the like—has brought its reward in the feeling people have that it is not

really a department in a department store—but in actuality a bookstore, which just happens by its present location by chance. Marcella Hahner's Bookstore!

Another reason is the department's appearance: which, while not completely free of a departmental atmosphere, is nevertheless considerably more of a charming and prosperous book-center than it is merely a place-to-buy-books. It has just about every book in stock that a person ever would ask for—but discreetly arranged so as not to be confusing. There is an opulence of display which would crowd the eye were it not so cannily planned that it all fits together. And most important, in a way, it is bright, cheery, and spacious. It is departmentalized—yes. But the departments are so skilfully blended one with another that there is no feeling of abruptness or division. During March, while the sale is on, much of the usual order of the shop has to be disorganized to allow for the placement of special stock; but in usual times a floor plan of Mrs. Hahner's arrangement would teach lessons to pretty nearly every bookstore, book department, and for that matter clothing store, hardware store or drugstore, too, that find themselves in the conventional and distressing state of disorganization.

Whatever success is, Mrs. Hahner has won it. This attractive little woman (she cannot be more than five feet tall) with the quick-moving blue eyes, has in her manner, in her speech, and even in her smile the air of assured success. When occasion arises she can be very firm-handed, I am told; outside of her department one suspects that she will stand for no interference. But in the department interference is welcome, if it is constructive, and officiousness does not exist. There is no chance for it, with such a level-headed woman for a chief! She chose her staff wisely enough to be able, as she says, to "squabble with them as if we were all one family," over matters of policy, stock-arrangement, display, pricing, and so on. And she goes on to describe her idea of real cooperation in a bookstore sales staff.

"Every man and woman on my staff," she says, "has a chance to know exactly as much as I do about books that are to be published. It is most important that the salesmen and women know even more about the books than the manager herself—because it is they who actually sell them. For that reason, I

not only allow, but encourage the publishers' representatives to go to the various people on the floor, and talk over with them the coming output. What actually happens is that my assistants really do all of the buying. I merely check the orders, and by now it is infrequent that I have to change the quantities and titles chosen."

Mrs. Hahner considers this matter of giving the staff nearly complete choice over stock and selection of greatest importance. Any of the employees may take home any book whatsoever to read, if they wish to, and in by far the majority of cases their advice is followed, if they report intelligently on their reading. The sales force is the sinews of success in any business, and Mrs. Hahner, realizing that, wisely gives her assistants as complete control as is possible.

And she takes the long view of things. I have been in the retail book business long enough to have come to the conclusion that one of the reasons why bookselling is, on the

whole, such an unprofitable and headachy profession is (as Cheney suggested in his undervalued report) because there is not enough planning, and further because what planning there is is liable to be visionary, and unsound. Mrs. Hahner, on the other hand, is usually thinking ahead two or three years. The religious department, for instance, has been "under reorganization" for more than two years. I wanted a story on its success. Said Mrs. Hahner: "Oh, I'm awfully sorry, but I'm not ready to say anything about that department yet. Why, it will be two years more before I am nearly satisfied with it." Then she went on to tell me some of the plans she had under advisement for it. The sales of the department have increased about 300% in the last two years—but what of that? It must do much better before she will be satisfied. I told her I expected she never would be satisfied; she laughed, and said, "Well, I hope not!"



The March sale at Marshall Field's a year ago was held against a background of reproductions of buildings along the Seine in Paris. The books were placed on rough board stalls made to represent the French outdoor bookstalls

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Founded by F. Leypoldt

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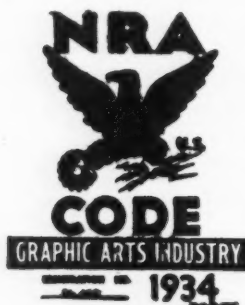
Advertising Manager

April 6, 1935

I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto. —BACON.

The Precious Right to Discuss

EVERY LEGISLATOR, and Congress, too, is burdened at present with proposals to curtail



freedom of speech. Any such curtailment is not only contrary to the principles on which this country was founded and by which it was developed but it has a very direct effect on the booktrade, which can only offer its full

service to the community by being able to present all sides of every debatable question.

If it should be left to Government officials to decide whether any piece of writing seemed to urge a change in the United States Government, we would have a situation in which the bookseller and the public library would be compelled to watch every book and pamphlet which discussed political changes taking place throughout the world. The confidence of the American people in their Constitution, in spite of the tremendous economic strain under which everybody is

living, has remained unshaken, but, if freedom of speech is denied and there is restraint of discussion, the power of speech and the power of print by which to clarify issues and point to proper development will be lost.

The ancestor of the citizen who desires to curb reasonable public discussion would have been a Tory in 1776 and would have stood fixedly by conditions as they were. In every state there should be groups fighting against legislation whose aim and purpose is to muzzle free speech, and the bookseller and the librarian should be part of such groups.

We do not believe that any large proportion of the American public want bookstores and libraries to cease to make available books which discuss political theories of today, and we are most profoundly suspicious of those small and emphatic groups who have lost their sense of confidence in the hard won rights of American citizens and who want to bind all government procedures into rigid and preordered form.

As John Strachey said at the hearing in Chicago on his deportation, "If I am deported from the country, it will be because the discussion of vital modern political and economic problems is now forbidden in the United States."

The withdrawal of the action against Mr. Strachey, following a wave of protest from groups and individuals interested in free speech the country over, indicates that the government has not yet yielded to the pressure that is being brought to bear by those who would curtail freedom of speech. Such protest must be made every time the freedom of the press is threatened.

A Good Friend

BOOKSELLERS CAN PAY a tribute to a good friend in selling the new Hugh Johnson book, "The Blue Eagle from Egg to Earth," for it was the Blue Eagle and Mr. Johnson's championship of small business men that led to the relief which the booktrade has had for nine months from the predatory loss-leader business which was spreading a creeping paralysis from New York over the country.

In comparing the policies of the NRA with the situation which existed under the principles of the Federal Trade Commission, Mr. Johnson says, "I admire the Federal Trade Commission, but at this crisis we must look facts

in the teeth and by moving in to take over NRA it can only kill NIRA. That Commission was set up to do something of what NRA was set up to do—to improve our industrial condition by letting industry act in unison under the supervision of the Commission. . . . The net result is failure of original purpose, and, in my opinion, at least, a negative cause of the depression of 1929. There was—and there is—about as much cooperation between the Federal Trade Commission and Industry as there is between a Lion Tamer and six great jungle cats. You can't escape the issue—cooperation or competition. We might go through the whole list of codes with the conclusion that most of the code provisions are written for the protection of small enterprise. Far from impairing the chance of the Little Fellow, NRA is the greatest charter of economic salvation that small business ever had."

Hall of Fame

THE NAMES of seven authors are included in the list of 76 distinguished Americans who are eligible for election to the Hall of Fame at New York University next October. These seven are Louisa May Alcott, George Catlin, Stephen Crane, Richard Watson Gilder, Joel Chandler Harris, William Holmes McGuffey and Herman Melville.

Seventeen American authors are already in the Hall of Fame. They are, in the order of their election: Ralph Waldo Emerson, Henry Wadsworth Longfellow, Washington Irving, Harriet Beecher Stowe, Nathaniel Hawthorne, John James Audubon, James Russell Lowell, John Greenleaf Whittier, William Cullen Bryant, George Bancroft, John Lathrop Motley, Oliver Wendell Holmes, Edgar Allan Poe, James Fenimore Cooper, Francis Parkman, Samuel Langhorne Clemens and Walt Whitman.

Even with the addition of the seven new names, the list is not yet complete. Where, for instance, are the names of Emily Dickinson, Henry David Thoreau and Noah Webster, whose contributions to American letters equal those of most of the authors already named? Other names, too, come to mind: Henry James and William James and John Burroughs. It is to be hoped that these will not be forever forgotten by the jury of 100 American men and women of distinction who make the nominations every five years.

Personal Ownership

IN THE FIVE-POINT PROGRAM for the improvement of school libraries, Joy Elmer Morgan, editor of the *National Education Association*, speaking at the New Jersey State Library Association meeting recently laid strong emphasis on "personal ownership of books and the lifetime reading plan." "Librarians should be cooperating with those business elements of the community which are all responsible for the distribution of books," he said.

Such an attitude toward the development of home libraries put forth by one of the leaders in the educational world gives very direct encouragement to the bookseller and should also give him a sense of responsibility in contacts with the educators of his community. If the bookseller gives a type of service to boys and girls which ultimately means better home libraries, he is taking a significant place in the educational program of his town, and this fact will not go unnoticed. The schools will not, however, take an interest in the purely diversional aspects of bookselling, as the scope of their interest is clearly defined by their function as educators.

There has been a very rapid development lately of undergraduate libraries in colleges and encouragement of this tendency by the awarding of prizes for the best student collections. Would it not be feasible for some bookseller to cooperate with the high schools in his community in offering a prize for the best student library gathered by a student during high school years, adjudged by a suitable jury, the character of the library described at a school meeting at which the award would be made?

BOOKMAKING

A discussion of the Book Illustration Show, sponsored by the American Institute of Graphic Arts, will be found in the Bookmaking Department in this issue, beginning on page 1433. Other features include the second instalment of William A. Kittredge's "School Books: Past, Present and Future," and Evelyn Harter's regular monthly department, "Full Trim: A Bias on Current Bookmaking."

News of the Week

Convention Postponed a Week

THE ANNUAL CONVENTION of the American Booksellers' Association, which had been scheduled for May 19th and 20th, has been postponed for one week, and will be held on May 26th and 27th, at the Hotel Pennsylvania in New York City.

Publishers Protest Gag Bill

MANY OF THE IMPORTANT BOOKS of the day, as well as standard works of earlier years, would be denied to the reading public if the "gag bills" now proposed in Congress should be passed and enforced, according to a statement made this week by Richard J. Walsh, chairman of the Legislation Committee of the National Association of Book Publishers and president of The John Day Company. The Association has registered its opposition to the Kramer sedition bill and the McCormack military disobedience bill.

"Nothing in our national situation requires the passage of such laws," Mr. Walsh said, "and everything in the American tradition revolts against them. It has become trite to say that free speech and a free press are part of the foundation of our way of life. Yet today it is more necessary than ever to assert those historic rights. Reactionaries fear them and sensation-seekers thrive by attacking them. Everyone who values knowledge and orderly progress must defend free speech and freedom of the press.

"Books are the record of what men have done and thought, and the heralds of new thinking and new action. To place in the hands of men who happen temporarily to be in office, such sweeping powers to seize books and prosecute those who issue them, would be to take another step back toward the dark ages. Already in parts of Europe and Asia the publishing of books has been stultified by censorship, and in consequence the creation of ideas and the advance of learning have been checked. This must not happen here.

"Existing laws in our country are sufficient to deal with treason and mutiny. To pass these new laws is to invite new danger by fostering the spread of ignorance in place of knowledge."

W. W. Norton, president of the Association and president of W. W. Norton & Company, has sent letters protesting against favorable action on these bills, to Hatton W. Summers, chairman of the House Committee on the Judiciary, and John J. McSwain, chairman of the House Committee on Military Affairs.

College Stores Will Hold Buying Conference

THE FIRST ANNUAL Buying Conference of the National Association of College Stores will be held in New York City on April 23-26, with headquarters at the Hotel McAlpin. Already 45 different college stores have indicated that they would send buyers or representatives to the meeting, and it is expected that altogether 60 stores will be represented. This is the first attempt made by the N.A.C.S. to coordinate the buying and draw the buyers together at the time of year when they place the majority of their orders. Manufacturers of school supplies, typewriters, etc., and some book publishers will have room shows at the McAlpin, where the buyers will be able to look over their lines before placing orders. There will be several meetings open only to members and prospective members of the Association at which matters of policy will be discussed. The regular convention of the N.A.C.S. will be held in California next August.

New Copyright Bill In

A NEW COPYRIGHT BILL (S. 2465) providing for the entrance of the United States into the International Union has been introduced into Congress this week by Senator F. Ryan Duffy of Wisconsin, member of the Foreign Relations Committee which has been endeavoring to obtain action on this matter.

The bill, it is presumed, will be referred to the Committee on Patents for possible hearings.

This measure has been drafted by an Inter-Departmental Committee, of which Dr. Wallace McClure, Assistant Secretary of State, has served as Chairman and which included William L. Brown and Richard

DeWolf of the Copyright Office and representatives of the Patents Office.

This proposed copyright code is in the form of extensive amendments to the present law of 1909, advantage having been taken of much of the best drafting of the recent Vestal and Sirovich Bills. The final text as printed has not been received from Washington in time for study as the *Publishers' Weekly* goes to press, and no comments, therefore, can be obtained from those who are interested in the measure.

The Authors' League has been very critical of any effort to better copyright conditions by amending the present code rather than by striving for a complete revision. Under these amendments, however, the American author would receive the benefits of foreign protection and would also obtain divisible copyright, a feature which authors have long desired. American authors, however, would not be able to copyright without formalities, though foreign authors would.

Most of the other groups interested in copyright which have examined the Duffy Bill in its preliminary form are very hopeful that with this proposal international copyright may be achieved.

Guggenheim Awards Made

FORTY-SEVEN AMERICAN artists and scholars were awarded John Simon Guggenheim Memorial Fellowships last Monday to enable them to carry on research and creative work in this country and abroad. This was the eleventh annual award of the Fellowships. Three novelists and one poet received awards this year, the majority of the Fellowships going to scholars for research work.

Awards for the writing of fiction were given to:

Langston Hughes, Negro poet and novelist, author of "The Weary Blues," "Fine Clothes to the Jew," "The Dream Keeper," "Not Without Laughter" and "The Ways of White Folks."

Jack Conroy, author of "The Disinherited" and of stories and articles, and editor of *The Anvil*. A new novel by Mr. Conroy, "A World to Win," will be published by Covici, Friede on April 23rd.

Alvah C. Bessie, author of stories published in *Hound & Horn*, *Scribner's Magazine*, *Story* and other magazines. A novel by Mr. Bessie, "Dwell in the Wilderness," will also be published by Covici, Friede in August.

An award for the writing of poetry was made to Lola Ridge, author of "Fire-Head," "Red Flag" and other volumes of verse. Miss Ridge will go to Mexico.

Kenneth Burke, critic and essayist and author of "Counter-Statement" and "Permanence and Change," was awarded a Fellowship to work on a book outlining and characterizing world outlooks that have prevailed in the past.

Edmund Wilson, author of "Axel's Castle," formerly managing editor of *Vanity Fair*, and a former member of the staff of the *New Republic*, received a Fellowship to complete a book to be called "To the Finland Station: An Essay on the Writing and Acting of History" which will be a study of history during the past hundred years.

Suzanne La Follette, author of "Concerning Women" and "Art in America," will make a study of the relation of the artist to the economic and cultural development of his time.

Research awards in English Literary History were made to Dr. Ruth Hughey, who will edit a manuscript anthology of 16th century poetry which she discovered in a private library in England, and to Professor Howard Mumford Jones, whose Fellowship was renewed to enable him to do further work in the Archives of Bermuda toward the preparation of a biography of Thomas Moore.

Awards for research in American Literature were made to Newton Arvin, Associate Professor of English at Smith College, who will work on a book on Walt Whitman; Dr. Tremaine McDowell, Associate Professor of English at the University of Minnesota, who will complete a biography of William Cullen Bryant, and Dr. Stanley T. Williams, Professor of English at Yale University, who will prepare an edition of the collected letters of Nathaniel Hawthorne.

Fellowships for Historical Studies were awarded to Dr. Chester Wells Clark, Assistant Professor of History at Princeton, who will make a study of Bismarck's technique in manipulating public opinion; Dr. Arthur Edward Christy, Instructor in English at Columbia University, who will prepare a book on the consequences of the Europeanization of the world, and Harvey Fergusson, author of "Rio Grande," who will collect Southwestern folk lore and history.

Easter Display Contest

EASTER WINDOWS, featuring religious books and Bibles, arranged during the next two weeks may be entered in the display contest organized by the religious publishers' group affiliated with the National Association of Book Publishers. Four prizes are offered for the most attractive photographs submitted: \$75.00 to the winner of the first prize, \$50.00, \$25.00 and \$10.00 to the second, third and fourth prize-winners. Details of the contest plan were reported in the *Publishers' Weekly* of February 23rd.

The contest period is from April 8th to 20th inclusive, the displays to remain in the window for at least a week. Photographs (8" x 10" in size) should be mailed in time to reach New York by April 30th, and should be addressed Easter Window Display Contest, National Association of Book Publishers, 347 Fifth Avenue, New York. The prizes will be awarded on May 6th and announced in the following issue of the *Publishers' Weekly*.

The A.S.C.A.P. Monopoly Suit

IN THE SUIT of the government against the American Society of Composers, Authors and Publishers claiming that their method of collecting fees for the public performance of music creates a monopoly, Federal Judge Knox granted the United States Attorney permission to strike out those parts of the Society's reply which the Attorney claimed were "redundant, impertinent, scandalous and otherwise objectionable." Judge Knox, however, declined to allow the striking out of those parts of the answer which asserted that the actions complained of by the government were entirely lawful. The Society claims that without organization composers are absolutely without power to collect fees for the use of their music over the radio in night clubs, hotels and in motion picture theaters. An account of the institution of the suit will be found in the *Publishers' Weekly* for September 15, 1934.

C. A. Burkhardt Honored

A DELEGATION from Dutton's Inc., the retail bookstore on Fifth Avenue, headed by Henry C. Smith, president, visited Charles A. Burkhardt at his home in Jersey City on April 6th to commemorate the 50th anniversary of Mr. Burkhardt's association with

the store. Mr. Burkhardt was buyer for many years, but he has recently been forced to remain at home because of ill health.

Mr. Smith writes to the *Publishers' Weekly*:

"Mr. Burkhardt remembers me longer than I remember him and the first time we met I did all the talking. This was April 6, 1885. He came up to see my grandfather, as he wanted to leave Putnams and join Duttons which was next door, and become the head of the stationery department that Duttons was just opening. He claims I was yelling my head off, being aged about ten months.

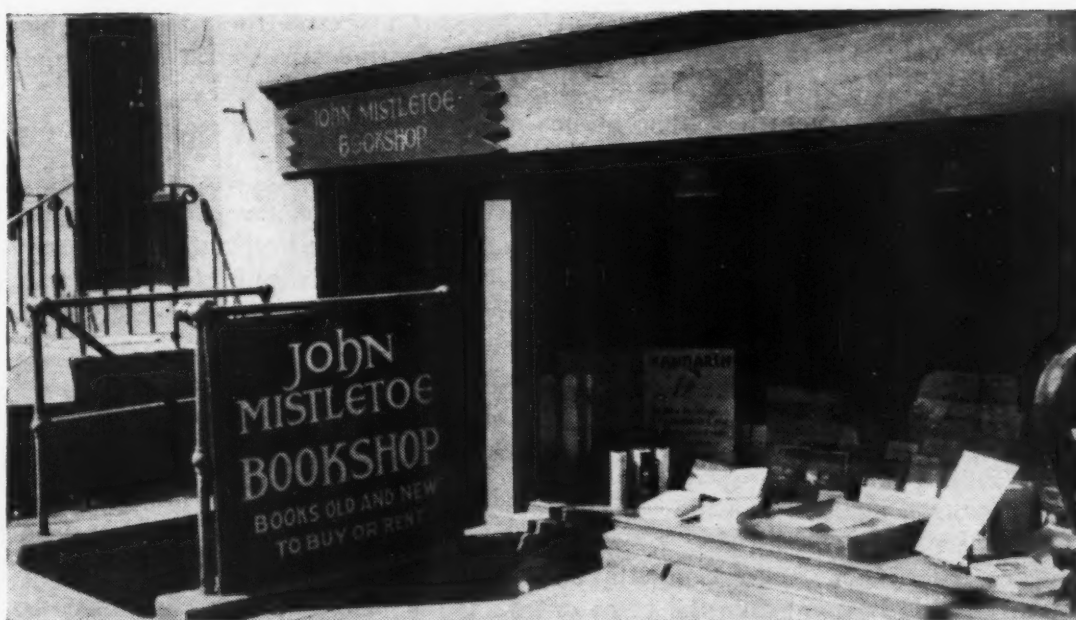
"Everybody loved Mr. Burkhardt and I think he loved everybody else. His ability to devise practical methods of doing business and to live up to those methods and to draw the fine line between useful information and unnecessary red tape was phenomenal. His buying cards are still being used and with extraordinary success. His desk was always like his mind—extremely neat and we were all very sad when ill health prevented his cheery presence every morning just as the doors were opening.

"April 6th will be the Fiftieth Anniversary of the day when he first heard me yelling my head off and he is now Secretary of the company, admired, respected and loved by all."

Colophon Completes 5th Volume

THE *Colophon A Quarterly for Collectors and Lovers of Books* completes its fifth volume in its original quarto form, and beginning with the next number will be issued in smaller shape with a similar variety in the material but at a lower price of \$6 a year. The volume closed with a printing of 1,700 copies, and some back numbers can still be obtained by those who wish to complete their files.

Among the important articles in the current number is one on "Savonarola of Hollis Street 1785-1866" by John T. Winterich, an account of Rev. John Pierpont of Boston, a unique article on "The Rarissima of Birth Control" by Norman E. Himes, in which there is included a facsimile of a four-page leaflet, one of the scarcest items in the check-list of sixteen extremely rare items which Mr. Himes provides. Earnest Elmo Calkins has contributed an article on "Salt Water Books" and Eunice Wead a fully illustrated article on "Early Binding Stamps of Religious Significance in Certain American Libraries."



Eleanor Foote and Mildred Hand have rechristened the Old Lark Bookshop in Albany. It's the John Mistletoe Bookshop now

Bookshop Notes

CHRISTOPHER MORLEY's name was again connected with American bookshop history when last week he went to Albany officially to hang the sign on the John Mistletoe Bookshop, a rechristening of the old Lark Bookshop, which has now been taken over by Eleanor Foote and Mildred Hand. The former had been one of the members of the State Cooperative Bookstore organization.

This shop, which is in a convenient shopping neighborhood, has achieved a very attractive interior for the down-a-step bookshop and is carrying a general stock.

Mr. Morley was assisted in the dedication by Professor Harold W. Thompson of the State College, who held the "shingle" while Mr. Morley put the screws into place.

Mr. Morley refused to discuss with the interviewer of an Albany paper current events as they are affecting literature and said, "I am more interested in a novel I am working on than in the trends of literature. I am not a person to be pinned down to trends and types and the current happenings in the world."

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We spoke last week of the autographing party Stokes & Stockell held for Stanley Horn on the publication date of "Boys' Life of Robert E. Lee." Including advance orders 162 books were sold the first day. Residents of Nashville where the shop is located bought

102 copies. Mississippi, where Stokes & Stockell had met with defeat at an earlier date when they tried to out-Simon-&-Schuster the Inner Sanctum, took three copies, tying with Indiana and beating Kentucky, Georgia, West Virginia, North Carolina, Massachusetts, New York, Arkansas, Florida, Wisconsin, Missouri, South Carolina, Pennsylvania and the District of Columbia. Orders came from the latter states for one or two copies each.

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Among our favorite pieces of mail is *The Book Mark*, published "fitfully" by the Sleepy Hollow Bookshop in New York City. Volume 4, which has just come in, has a note we like. "Has anyone," it says, "a nice old colonial sofa for which he or she has no immediate need? We had a lovely one lent us seven years ago, but much to our sorrow the owner moved lately into a larger apartment, and so our picture-puzzle patrons no longer have a soft place to sit. If anyone has an especially nice sofa we'd be glad, of course, to have it as a gift; but we don't want, even as a gift, any early General Grants or late Stream Lines. The building that houses the bookshop was built about 1840, if you get what we mean."

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The business showrooms of Maurice Inman, Inc., have been moved from 71 West 45th Street to the British Empire Building in

Rockefeller Center. The new quarters contain a handsomely decorated display room which "will reflect the aristocracy of an English library on an English estate." One of the advantages of the British Empire Building is the specially created free port, whereby valuable books and rare bindings may be imported for display purposes without the regular duty charges. Mr. Inman plans to visit Europe shortly for the purpose of increasing his stock of fine bindings and first editions.

News from Publishers

MRS. MARGARET LEWIS, the widow of the late Russell Lewis of Dodd, Mead, joined the staff of Frederick A. Stokes Company on April 1st. Mrs. Lewis will take the place of Josephine Reynolds, in charge of publicity, who is leaving Stokes on April 15th.

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Universal Pictures has taken an option on the film rights of the prize-winning novel in the Lippincott-Harrap "Lovable Crook" Novel Competition, announced in the *Publishers' Weekly* for December 22nd, 1934, as well as on other novels entered for the competition and published by Lippincott and Harrap.

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The first issue of *Hartney News*, the publicity sheet of the Hartney Press, Hurd Whitney's new organization, has just come in, reporting that the Hartney Press's first publications will appear on May 10th. "Originally," it states, "when the Hartney Press began to publish books, it was announced that there would be four of them a month—a Modern, a Mystery, a Romance and a Western. Believing in frankness to the point of indiscretion, it now admits, without a blush, that of the 130-odd manuscripts read since the first of the year, no Romance and no Western has been found which was considered good enough to appear on the first list. Consequently on May 10th the bells will peal and the drums will roll for but two novels: a Modern—'Till Heaven Cracks' by Micheline Keating—and a Mystery—'The Green Shadow' by James Edward Grant."

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George Joel of Covici-Friede reports that "Ideal Marriage," one of the most expensive

books on sex on the market, published in 1930, continues to sell at an average rate of about 100 copies a week.

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Ted M. Black, the 15-year-old son of Walter J. Black, has written a glossary for stamp collectors under the title "Know Your Stamps." It is published at 25 cents by Walter J. Black and has already become very successful.

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Farrar & Rinehart claim for "The Autobiography of John Hays Hammond" that it is the first book ever to have been published on a Sunday. Publication date was March 31st, chosen because it was Mr. Hammond's 80th birthday.

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In the announcement of the Bruce Rogers Bible in the *Publishers' Weekly* last week it was stated that prospectuses with a specimen page could be secured from the Oxford University Press at \$1 a copy. The price was in error; they may be obtained for 75 cents.

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Scribner's will publish a new guide-book to Mexico on April 12th. It is "Off to Mexico" by Leone Moats, author of "Thunder in Their Veins," and Alice Leone Moats, author of "No Nice Girl Swears."

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In the Market News Department of the March 30th issue "Road to War" by Walter Millis (Houghton Press) was listed at \$3.50. The price has since been lowered to \$3.00.

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Whittlesey House will publish on April 15th "The Progress of Archaeology" by Stanley Casson, author of "Some Modern Sculptors" (Oxford), a round-the-world survey of modern archaeological discovery describing recent additions to archaeological knowledge. This book was not included in the spring catalog.

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The University of North Carolina Press has made up a special poster for use with "Cabins in the Laurel" by Muriel Earley Sheppard, which was published on March 23rd. The posters are hand-lettered and are made up with a number of the photographs by Bayard Wooten from the book.

George T. Dunlap and Sarah Wilmer Gaines were married in Pinehurst, North Carolina, on March 20th.

Authors and Others

THE LAETARE MEDAL, given each year by the University of Notre Dame to a distinguished member of the Catholic laity, has been awarded this year to Frank Hamilton Spearman, author of "Nan of Music Mountain," "Whispering Smith," "Robert Kimberly" and other novels. His latest novel, "Gunlock Ranch," was published by Doubleday, Doran on March 22nd. Most of Mr. Spearman's earlier novels were published by Scribner.

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Frank H. Simonds, author of "The Price of Peace" just published by Harper, is giving a series of six lectures at Johns Hopkins University on "The American Foreign Policy in the Post War Years." This is the annual series of Albert Shaw lectures on Diplomatic History.

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A small reception was given by Macmillan for Rachel Field on April 2nd, in honor of the publication of "Time Out of Mind." Three large printings of the book were required to fill advance orders.

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Herbert L. Bowman of the Union Library Association has been awarded the Sims Booksellers' League Bridge Prize. Mr. Bowman had high score for four meetings of the League.

Changes in Name

Utica, N. Y.—The bookshop of L. C. Rigby at 201 Pearl St. has been renamed the Carrington Bookshop in honor of Dr. Sam Carrington who was the first bookseller in Utica. This was in the year 1800. Later in the same century, some time after the death of Dr. Carrington, a bookseller named Cadby opened a shop in the same building on Pearl Street, the locale of the present shop. The Carrington Bookshop's stock of rare and second-hand books has doubled since Mr. Rigby started his business about a year and a half ago. Raynard Jacobson, formerly with the Utica Daily Press, is manager of the store. Mr. Jacobson is enlarging the rental library and is adding a larger stock of new books to the second-hand stock.

New Shops

Buffalo, N. Y.—The Book Nook, a circulating library which also carries cards, gifts, and takes orders for books and yarn, has been opened at 491 Elmwood Ave. by Martha Ash and Marion Anderson.

St. Paul, Minn.—The Gilbert Sales Co., distributors of textbooks and school supplies, has been organized at 320 Globe Building. G. S. Lobstein, the proprietor, was for twenty-four years manager of the book department of the Webb Publishing Co.

Ridgewood, N. J.—A new shop dealing in first editions and rare books under the name of The Fireplace has been opened at 49 Hudson Street. An interesting feature is the rental library which is composed entirely of mystery stories.

New York City—Alexander Davidson, Jr., has opened a shop at 70 West 40th St., which specializes in rare Americana. This is Mr. Davidson's first venture in the book business, and the first catalog comprising forty-five items of Revolutionary Americana has just been sent out.

New York City—The Imperial Book Service, dealing in first editions and association items, has been opened at 110 Fourth Ave. William Silverman is the proprietor.

Changes in Address

New York City—The new address of the Lewis Copeland Company, publishers, is 130 West 42nd Street, and the new 'phone number is Wisconsin 7-7519.

New York City—The New York Adult Education Council has moved to 222 Fourth Ave. The 'phone number is Algonquin 4-7150.

New York City—The International Literary Bureau, Inc., has moved to 18 East 48th Street.

Auction Calendar

WEDNESDAY EVENING, APRIL 10, AT 8:15. Americana. Part 2 of the library of George Corbin Perine of Baltimore, including almanacs, early western travel and exploration, an extensive collection of books relating to Maryland and Virginia, etc. (Items 256.) Rains Galleries, 12 East 49th St., New York City.

WEDNESDAY AFTERNOON AND EVENING, APRIL 10, AT 2 O'CLOCK AND 7 O'CLOCK. (No. 1492; Items 456.) Stan. V. Henkels, Jr., 1110 Sansom St., Philadelphia, Pa.

THURSDAY EVENING, APRIL 11, AT 8:15. The library of Ralph Samuel of New York City, comprising first editions of English and American authors. (Items 235.) American Art Association Anderson Galleries, Inc., 30 East 57th St., New York City.

March Book Production

Monthly Statistics of New Book Titles Compiled from the Weekly Record of the Publishers' Weekly Including the Books (Not Pamphlets) of All American Publishers

CLASSIFICATION	March, 1935			March, 1934	3 mos. 1935	3 mos. 1934
	New Books	New Editions	Totals	Totals	Totals	Totals
Philosophy, Ethics	18	5	23	17	69	44
Religion, Theology	75	7	82	59	183	127
Sociology, Economics	60	9	69	54	173	146
Law	6	3	9	9	18	18
Education	13	1	14	25	30	49
Philology	17	7	24	22	42	47
Science	26	7	33	31	88	66
Technical Books	19	6	25	21	45	39
Medicine, Hygiene	20	10	30	19	58	47
Agriculture, Gardening	22	—	22	12	32	19
Domestic Economy	2	1	3	5	10	28
Business	20	2	22	18	43	33
Fine Arts	24	1	25	23	53	44
Music	11	2	13	2	24	12
Games, Sports	13	—	13	27	37	45
Literature, General	43	9	52	42	93	84
Poetry, Drama	58	9	67	52	170	144
Fiction	172	108	273	220	565	505
Juvenile	39	14	53	40	90	74
History	37	8	45	34	117	124
Geography, Travel	26	3	29	22	61	62
Biography	59	7	66	45	128	137
Miscellaneous	4	1	5	7	14	12
Totals	784	220	1004	806	2150	1906

For March, 1934, the totals were:

New Books	677	New Editions	129	Totals	806
Increase of	107	Increase of	91	Increase of	198

Totals of three months, 1935, shows an increase of 244 over totals of three months, 1934.

Obituary Note

CORTLANDT FIELD BISHOP

CORTLANDT FIELD BISHOP, principal owner and former president of the American Art Association Anderson Galleries, Inc., of this city, long known in this country as a patron of sports, the fine arts, and as a book collector, died at his home, Ananda Manor, Lenox, Mass., last Saturday evening, March 30th. His death was due to heart disease, which kept him confined in his home since his return on election day from Paris.

Mr. Bishop was sixty-four years old, born in New York, the son of David Wolfe Bishop and Florence Van Cortlandt Bishop. After the death of his father in 1900, his mother, the daughter of Benjamin H. Field and a descendant of the De Peysters, a family of distinction in Dutch Colonial days, was married to John E. Parsons, prominent New York lawyer. The first American ancestor of Mr. Bishop on his father's side was John Bishop, who settled in Newport in 1630 and later moved to New Jersey.

Mr. Bishop attended the Cutler School in this city, won a scholarship, entered Columbia University, received four degrees, A.B. in 1891; A.M. in 1892; Ph.D. in 1893; and LL.B. in 1894. About the time he received his last degree he was admitted to the bar but never practiced law.

Mr. Bishop was among the first to take an interest in aviation, was the first president of the Aero Club of America, and was active in bringing about balloon and airplane meets. For about twenty-five years he had taken a keen international interest in aviation and will hold a place of distinction in its early history in America and Europe.

About a decade earlier, he took an enthusiastic interest in the automobile, and was among the first to own and operate a car in Western Massachusetts. Since almost the beginning of this century he has averaged upwards of 25,000 miles a year in his automobile, and it is said that he hoped to make a record of 1,000,000 miles in his own car. Mr. Bishop was a former member of the International Congress of Road Traffic, the League of International Touring Association, and was the European representative of the American Automobile Association.

The Bishop family holds an honored place in the history of New York. Mr. Bishop's father, whose estate was estimated at \$20,-



Acme

Cortlandt Field Bishop

000,000, made the greater portion of his fortune in real estate investments, and, notwithstanding an active business life, was a famous collector of art and antiques. Mr. Bishop was hardly out of college when he began collecting and his interests widened with the years. He has been a most active and discriminating book collector since the beginning of this century, most of the rarities in his collection passing through the hands of the late James F. Drake.

Mr. Bishop's interest in art and books led him to purchase a majority interest in the American Art Association in 1923, and five years later he bought the Anderson Galleries, combining the two under one management, under the name of American Art Association Anderson Galleries, Inc. He has conducted the amalgamated company along the conservative lines that made the American Art Association famous in the development of American interest in art in the last half century, and has made it a worthy successor to the two auction houses which he brought together.

Mr. Bishop was a member of the Knickerbocker, Metropolitan, Turf and Field, and Grolier clubs. He was a Knight of the Loyal Legion and of the Order of the Crown of Italy. He was widely known at home and abroad and few men in social or public life made friends more easily or held them more tenaciously. His death will be widely and keenly felt and many interests will miss his cooperation and unselfish support.

Market News

One Month from Now—A Forecast

THE HOUSE ON THE ROOF, by Mignon G. Eberhart. *Doubleday, Doran*, \$2.
 RIPENESS IS ALL, by Eric Linklater. *Farrar & Rinehart*, \$2.50.

THE MAP OF DAYS, by Ethel Boileau. *Dutton*, \$2.50.

TIME: THE PRESENT, by Tess Slesinger. *Simon & Schuster*, \$2.50.

MISS J. LOOKS ON, by Sophie Kerr. *Farrar & Rinehart*, \$2.

May 3. A weird murder tale, laid in a Chicago penthouse, by the author of many successful mysteries.

May 6. Lots of advertising and promotion like that on "Magnus Merriman." F & R feel that this will be Eric Linklater's most popular novel so far.

May 7. Dutton guarantees this novel, which was published in England before "A Gay Family."

May 7. Short stories, to have an advertising campaign similar to that on "The Unpossessed."

May 9. The story of the downfall of an immensely wealthy family, by the author of "Girl Into Woman."

Out This Week

CHRIST'S ALTERNATIVE TO COMMUNISM, by E. Stanley Jones. *Abingdon Press*, \$2.

GERALD: A PORTRAIT, by Daphne du Maurier. *Doubleday, Doran*, \$3.

GREY GRANITE, by Lewis Grassie Gibbon. *Doubleday, Doran*, \$2.50.

HINDENBURG, by Emil Ludwig. *Winston*, \$3.50.

THE OLD MAID, by Zoë Akins. *Appleton-Century*, \$2.

POEMS, by John Maschfield. *Macmillan*, \$5.

PRIVILEGED CHARACTERS, by M. R. Werner. *McBride*, \$3.75.

THE REIGN OF GEORGE V, by D. C. Somervell. *Harcourt, Brace*, \$3.

RESTLESS DAYS, by Lilo Linke. *Knopf*, \$3.

SHE FELL AMONG THIEVES, by Dornford Yates. *Minton, Balch*, \$2.

SIESTA, by Berry Fleming. *Harcourt, Brace*, \$2.50.

THE SPANISH CAPE MYSTERY, by Ellery Queen. *Stokes*, \$2.

TALK UNITED STATES! by Robert Whitcomb. *Smith & Haas*, \$2.

VULTURES IN THE SKY, by Todd Downing. *Doubleday, Doran*, \$2.

How the Christian Church can combat communism, based upon the author's studies and conferences in Russia and China. Dr. Jones' "Christ of the Indian Road" was a best seller.

This biography of Gerald du Maurier by his daughter already has its ardent enthusiasts.

Completing the author's trilogy of Scottish life begun with "Sunset Song" and "Cloud Howe," which were highly praised by reviewers.

Banned by Hitler, this noted German biographer presents Hindenburg's life as a tragedy.

A dramatization of one of the novels in Edith Wharton's "Old New York" series, one of the successful productions of the N. Y. season. Plays in book form are selling very well.

New complete edition with recent poems. Important for sales now and for staple stock. Will be advertised. There is a circular for imprint.

Based chiefly on Congressional hearings, this is the story of the looting of the public by big-time political racketeers, from the Harding Administration to the present. By the author of several best-sellers, "Barnum," "Bryan," etc. Mailing circulars available.

The Silver Jubilee publicity has begun, so now's the time to cash in. This is a compact, scholarly narrative of events in England since 1910.

The biography of a girl who grew up in Germany after the war. "Tale without End," published last year, created quite a stir. Will be liberally advertised in national media.

Thrills and intrigue by an old hand at the game. The scene is the border between France and Spain.

One hot summer in a small Alabama town . . . modern style. Page Mr. Woolcott please, for attention to this not very well-known writer. Harcourt has an attractive six-color poster.

One of Queen's best. Ran in one issue of *Red-book*.

Matt Williams' story in his own words—from brick-laying to the silk-shirt era, from the war to the depression. Promotion and display advertising and a large publicity campaign, promise S & H.

A clever mystery in the Mexican setting this author does so well. Advertising and posters.

Market News

Some Best Sellers of the Week

GREEN LIGHT, by Lloyd C. Douglas. *Houghton Mifflin*, \$2.50.

COME AND GET IT, by Edna Ferber. *Doubleday, Doran*, \$2.50.

OF TIME AND THE RIVER, by Thomas Wolfe. *Scribner*, \$3.

HEAVEN'S MY DESTINATION, by Thornton Wilder. *Harper*, \$2.50.

THE FORTY DAYS OF MUSA DAGH, by Franz Werfel. *Viking Press*, \$3.

GOOD-BYE, MR. CHIPS, by James Hilton. *Little, Brown*, \$1.25.

LOST HORIZON, by James Hilton. *Morrow*, \$2.50.



WHILE ROME BURNS, by Alexander Woollcott. *Viking Press*, \$2.75.

FRANCIS THE FIRST, by Francis Hackett. *Doubleday, Doran*, \$3.

PERSONAL HISTORY, by Vincent Sheean. *Doubleday, Doran*, \$3.

INFLATION AHEAD! by W. M. Kiplinger and Frederick Shelton. *Simon & Schuster*, \$1.

SHIPS, by Hendrik Willem Van Loon. *Simon & Schuster*, \$3.

RATS, LICE AND HISTORY, by Hans Zinsser. *Little, Brown*, \$2.75.

SKIN DEEP, by M. C. Phillips. *Vanguard Press*, \$2.

Fiction leader at McClurg's and the American News. The *Times* gives it as best seller in Boston, Atlanta, Chicago and St. Louis.

First on Baker & Taylor's latest best seller list. Seven N. Y. stores list it first in the *Times*; second in Boston, Chicago, St. Louis and San Francisco.

Leader in Philadelphia and Washington according to the *Times*, second in N. Y., Atlanta and New Orleans. Second on the American News list.

Six San Francisco stores list it first in the *Times*.

Selling well everywhere.

A best seller in N. Y., Boston, Washington, Chicago, and St. Louis.

Philadelphia, Washington, St. Louis and San Francisco list it in the *Times*. A best seller at Baker & Taylor.



American News Co. non-fiction leader. The *Daily News* says it's Chicago's best seller. Six Boston stores list it first in the *Times*.

N. Y., Washington and Chicago stores report it their best seller in the *Times*.

Listed as a best seller by N. Y., Philadelphia, Washington (second), Chicago, St. Louis and New Orleans stores. Second in sales at the American News Co.

Baker & Taylor's best seller. Philadelphia, Atlanta, St. Louis and San Francisco stores report it first to the *Times*.

Selling well everywhere.

One of the first six at McClurg's, Baker & Taylor's and the American News. Reported in the *Times* by N. Y., Chicago (second) and San Francisco.

N. Y., Chicago and St. Louis list it in the *Times*, and it's a steady seller at the wholesalers.

Candidates for the Best Seller List

THE WHITE GATE, by Warwick Deeping. *McBride*, \$2.

BEAUTY FOR ASHES, by Grace Livingston Hill. *Lippincott*, \$2.



THE NATURE OF CAPITALIST CRISIS, by John Strachey. *Covici, Friede*, \$3.

FIFTY YEARS A SURGEON, by Robert T. Morris. *Dutton*, \$3.50.

A WOMAN'S BEST YEARS, by W. Béran Wolfe. *Long & Smith*, \$2.25.

Third on Baker & Taylor's latest list. Twelve stores of those who have so far sent us their best-selling reports for March tell us it's one of their best bets. Second in sales last week at McClurg's, fifth at the American News.



Listed in the *Times* by Washington and San Francisco (second). The Argus Book Shop in Chicago and George Wahr's in Ann Arbor tells us it was their March leader. Also selling at the Harvard Coop. Second in non-fiction sales at Brentano's, N. Y., last week. Nine stores of those who have so far sent us their March best seller lists have reported it. In its 6th printing Dutton tells us.

Nine stores tell us it's a best seller. Second in sales in four St. Louis stores listed in the *Times*.

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 JOURNAL OF CLINICAL SURGERY
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 JOURNAL OF CLINICAL TOXICOLOGY

February

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Since binding the new edition of "DISEASES OF THE SKIN" by Sutton in ARCO we have decided to use ARCO (in other grades) also for the binding of three other of our most successful books, new editions of which are now in press, namely "METHODS OF TREATMENT" by Logan Clendening, "PHYSIOLOGY IN MODERN MEDICINE" by Macleod, and "PHYSICAL DIAGNOSIS" by Elmer & Rose.

For a long time some of our customers have clamored for a better grade of binding, one that would be water-proof as well as vermin-proof, as we have had in the past complaints in regard to water and vermin damage.

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BOOK MAKING

IN THE FIRST ISSUE OF EVERY MONTH

News and Views for Those Interested in the Production of Better Books

Illustrations in Search of a Publisher

The Recent Exhibition of American Book Illustration Has Served to Point the Way Toward Greater Interest in the Subject

PHILIP VAN DOREN STERN

Head of Manufacturing Department, Simon & Schuster

THE ART OF PRINTING began with a rich heritage, a heritage so rich, in fact, that it has perhaps blinded with its effulgence the designers who have worked in this field for very nearly five hundred years. The illustrations in the manuscript books which preceded printing are among the great art treasures of the world. In Persia, India and Western Europe, miniature painters spent their lives perfecting themselves in the decoration of books, and the work that they did fulfills every artistic requirement in that it was technically fine and ideologically related to the civilizations under which it was produced.

No one, I suppose, takes books so seriously in these days of conflicting interests and rapid change. Certainly in the United States book illustra-

tion has always been notoriously mediocre. The recent exhibition of American Book Illustration at the Architectural League, however, has served to point the way toward greater interest in the subject and should be a reminder that new and unexplored fields lie open to anyone who has the courage to experiment with this neglected part of book-making.

The exhibit covered not only books already printed. It presented also a large display of unpublished work in order to serve as an inspiration to publishers in search of an artist.

Thirty-four printed books and about eighty-five unpublished illustrations were shown. Six of the books were not illustrated books (in the sense that pictures had to be created to illustrate a text) but



Scratch drawing on crayon surface by Julian Wehr for "The Island" by Claire Spencer



Semi-abstract tempera drawing by John Atherton

were simply collections of pictures. One book was chosen "not as creative work, but as an unusually fine example of faithful reproduction." By their very nature, these seven books, to my mind, contribute nothing to the problem of obtaining pictorial illustrations that interpret the feeling and atmosphere of a text. For aside from practical and explanatory illustrations, or purely decorative drawings which simply play the part of glorified printers' ornaments, the purpose of having pictorial illustrations in a book is surely to interpret the text and convey to the reader the essence of the book. And it follows naturally that complex and subtle books are more difficult to illustrate successfully than simple books—which explains, perhaps, why children's books, folk tales, and sporting books have been such popular vehicles for illustration. When an artist attempts to bring out the brooding horror of a book like William Faulkner's "Sanctuary," or the gossamer delicacy of Rima in the tropical jungles of W. H. Hudson's "Green Mansions," he must bring to the problem an intellectual equipment and artistic ability equal to that of the author who conceived the book.

The publishing business in America has been able to attract to itself some brilliant minds in the field of writing, but it has casually ignored the men who are leaders in the plastic arts. As a result, the two most important movements in present-day painting

are almost completely absent in this exhibition. Surrealism is evidently entirely unknown to book publishers, although it has made at least a slight impression on advertisers and magazine publishers. And the portrayal of the great social upheaval that is now the most forceful element in American painting is represented in this exhibition by the work of only two artists—William Siegel and Dorothy Sturm. (The Lozowick illustrations shown are travel pictures.) Publishers are willing to undertake the printing of proletarian novels and books of non-fiction on social themes, but the fact that artists, too, have an interest in social movements has apparently escaped them.

There is much that is unusually good in the show. The lithographs in color by Jean Charlot are superb. The semi-abstract drawing of John Atherton is highly decorative and interesting, and the scratch drawings on crayon surface of Julian Wehr are very competently and beautifully executed. The Lapshin sketches for the Limited Editions Club are worthy of the prize they won, and the illustrations Richard Floethe made for "Tyl Ulenspiegel" are deftly handled.

There are many drawings that are technically well done, many that are well suited to their subjects such as Lewis Daniel's etching for Whitman's "Song of the Open Road" and Ludwig Bemelman's "Hansi," but there is unfortunately little that is new, experimental, or contributory to the advance of the art. The water colors of Elsie Briggs for "The Odyssey" are refreshingly different in their treatment of an old subject, and the Herbert Davis drawings depart radically from the usual run of slick book illustrations. But most of the examples shown are the same old things done in the same old way.

It is difficult to get competent work for book illustrations at the prices most publishers can afford, but it is depressing, just the same, to see American book illustrations repeating ten or twenty year old techniques when printing, photography and even advertising are undergoing such radical change.

The use of photographs in book work is something that offers great possibilities to the

astute designer. The photograph books in the exhibit, as I have already pointed out, are simply collections of pictures—not illustrations for a text. Photographs, in the past, have always been looked upon as “plates”—things to be stuck into a book but never considered as integral parts of it. Now with the increasing use of processes like offset lithography and sheet-fed gravure, the designer may integrate text and photographic illustrations—actually weld them together into a single unit both physically and ideationally.

Consult any issue of *Arts et Métiers Graphiques* or look through *Mise en Page*, and you will see more new illustrational ideas than the American publishing business can absorb in a decade. For American publishing is essentially conservative and fights shy of new things. Its interest in book illustration, by and large, is the purely specious one of hoping to “dress up” a book. It is influenced by established names and is afraid to trust its own judgment in backing a new artist or a new technique. There are some glorious exceptions, of course, but this very exhibit, even with its preponderance of mediocre and hackneyed work, is probably of a



Illustration in color by Jean Charlot for “Picture Book” by Charlot and Paul Claudel

higher standard than is actually required by most trade publishers.

For, as I have mildly hinted, book illustration is something that is seldom taken seriously by most publishers. Someone in the sales department gets a bright idea that a certain book might sell better if it carried illustrations, and without much further thought one of the old reliable illustrators is called in. The future of American book illustration, however, probably does not lie with the carefully insulated publishing executives who have to be coaxed once a year to see an exhibition of this kind.

Its hope, if any, is with those few fanatically interested people who are looking for new artists the year around and who actually go out hunting for them in such unfamiliar places as galleries and studios and museums. Perhaps they will succeed one day in lifting the art of book illustration in America to the level that it has attained in France where the leading painters are also the leading book illustrators. Then we may hope to see book illustrations in this country done by such men as Charles Burchfield, Stuart Davis, John Marin, Thomas Benton, Walt Kuhn, Grant Wood, and Max Weber, as well as by many of the vital younger artists.



Crayon drawing by William Siegel for “Fascism and Social Revolution” by R. Palme Dutt



Covers of Italian Third and Fourth Class Readers

School Books: Past, Present and Future

II. European School Books of Today

WILLIAM A. KITTREDGE

Editor's Note

School book publishers, teachers, students and others may be interested to know that for six months, beginning April 1st, there will be an exhibition of school books at The Lakeside Press Galleries, 350 East Twenty-second Street, Chicago, open to the public from nine to five Mondays to Fridays. School books of yesterday, today and tomorrow will be shown.

120 Nineteenth Century American school books from the collection of George Plimpton of Ginn & Company

60 contemporary American books

43 books from Brazil

157 books from China

30 books from Cuba

38 books from Czechoslovakia

28 books from Denmark

52 books from Egypt

15 books from France

32 books from Germany

12 books from Guatemala

53 books from Italy

9 books from Lithuania

11 books from Panama

25 books from Poland

43 books from Russia

62 books from Spain

5 books from Switzerland

In addition to the foregoing, there will be shown five books especially designed for this exhibition as prophetic of school book design of the future. These books will include:

1. A geography designed and illustrated by Lester Beall
2. An arithmetic designed and illustrated by W. A. Dwiggin
3. A primer designed and illustrated by Chichi Lasley
4. A geometry designed and illustrated by Nicolai & Faro
5. A reading book designed and illustrated by Frances Poe

Three of this series of articles will deal with American school books of today, and the fourth of the series will describe the school books of the future, containing illustrations of some of the designs for them.

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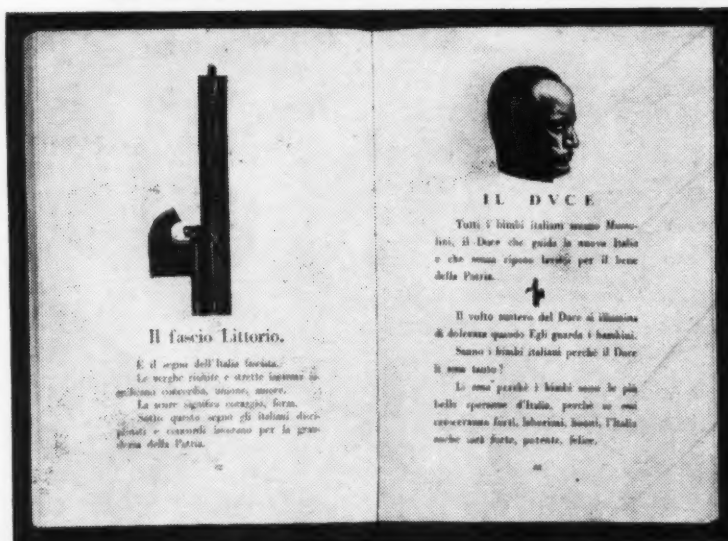


Italian song book

appropriately, the school books of Italy are set in the classic Bodoni type, which in the larger sizes is so clear and legible. "Canzoncine Italiane" is a music book of patriotic and folk songs of Italy. An oblong book, measuring $9\frac{1}{4} \times 11\frac{1}{2}$ ", the music pages and type pages are surrounded by illustrations supplementing the text. These illustrations are in line and Ben Day tints, and are most effectual in their sweet authenticity and variety. Of the school books of Italy which we have in this collection there are more than fifty, and one could go on and on to exclaim over the beauty and interest of them. As noted, no cheap economies have been practiced on these Italian

THE BEST SCHOOL BOOKS in the world today are being produced under the managed state of Italy. In paper, type, illustration and printing, these books surpass the books of other nations. The illustrations are done by some of the most talented artists of Italy, and they are reproduced with the most exact attention to detail. While the books of this country are paper bound, we suspect that students in schools are given standard binders, into which the books can be fitted, for protection.

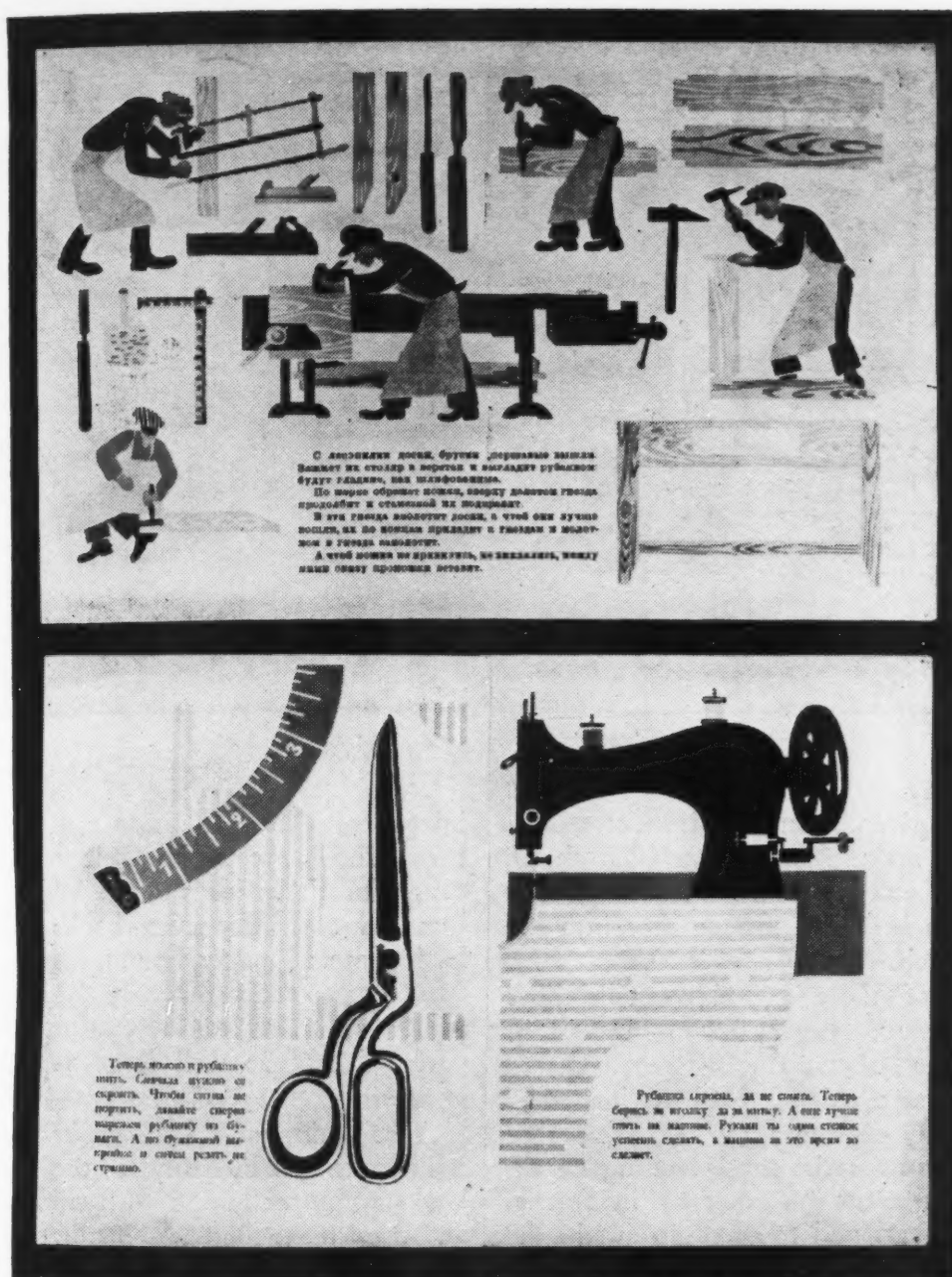
"Letture Classe Prima" is a book, every page of which is an invitation to the child to learn to read and study. Drawings in line and Ben Day by A. Della Torre are most stimulating in their variety and invention. Portraits of the King and Il Duce lead one to believe that even in this primer there is justifiably to be found propaganda for the Fascist State of Italy. Most



Four pages from Italian primer

APRIL 6, 1935

1439



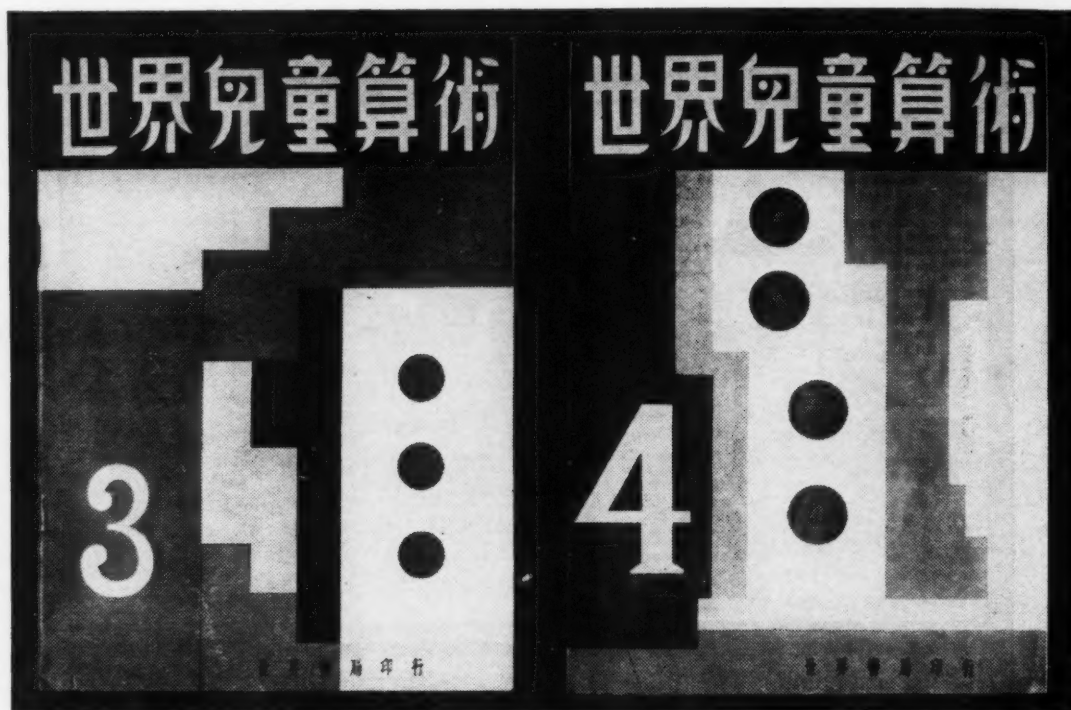
Two Russian booklets. The one above shows how to work with lumber; the one below, how to make a waist and skirt

school books. Good paper, large type, and illustration in many colors result in books that are spirited and delightful to you and me, as well as to the children for whom they were made.

Next to the books of Italy in interest, come the books of Russia. In this country, where a multitude of illiterate children must be taught the three R's in a short time, the printing press and school books have been found of first importance. The forty-three Russian books in this exhibition show how effectively ideas may be transmitted by illustration, diagram and simple text. In many of these books, the illustrations are so effective

that one can easily understand what the book is all about without reading the Russian text.

Differing from the school books of Italy, an economy of means in paper, printing and binding is apparent in all of the Russian books. Many of them are done as simple pamphlets of sixteen to thirty-two pages, each pamphlet a clear exposition of how a boy or girl can make something, or how things in common use are manufactured. One booklet tells a little girl how to make a blouse and skirt. It shows the tools and the pattern for cutting materials, and any child could do the work by means of the simple illustrations and



Covers of two Chinese arithmetics

instructions given. Another booklet tells a boy how to make a work bench. It shows the tools he will need and how his lumber will need to be cut to fit together into the finished bench.

Another of these pamphlets tells boys and girls how rubber comes from trees in the forest, and shows the different steps to the making of a pair of rubbers which they wear on rainy days to school. Still another pamphlet, perhaps the most exciting of all, tells about the fox fur industry in Russia, how the hunters and trappers go out in the winter, establish their camps, and with dogs, on skis, chase the fox. It shows the trapper in his cabin, with the white and black fox skins hung up in order on a line. The silver-gray fox furs come from the mating of white and black foxes, which is why they are so rare.

The school books of Russia may be printed inexpensively on newsprint in one color, but every one of them has life and virility, often lacking in our own books. Every resource of illustration technique is used in order to get pictures that relate.

School books from China are surprising in the evidences of Occidental influence which they show. The little boys and girls shown in the somewhat crude illustrations might be American or English boys and girls,

instead of Chinese. It is apparent that in their school books the Chinese have taken over educational ideas of the West. The one hundred and fifty-seven books in this collection are all paper bound, of about thirty-two pages each, liberally illustrated and printed in many colors, reminiscent of Chinese painting as well as of Japanese wood engraving.

A collection of school books from Egypt is interesting principally for the fact that the books are paper bound with cloth backbones, and open from the back, reading towards the front. The Egyptian text of these books has been hand written, and the texts printed from engravings made from the hand-written copy. The illustrations, where used, are in black and white line or halftone, usually in line, and the printing is done on inexpensive paper.

The school books of Germany show idea and invention that one associates with all German thought. Sans serif types of good size, with designed illustrations, are used to make pages graphically interesting. Ingenious devices for children to learn the elementary three R's are shown in these school books. The books are tools of education and are made interesting for the children through the development of ideas very cleverly contrived.

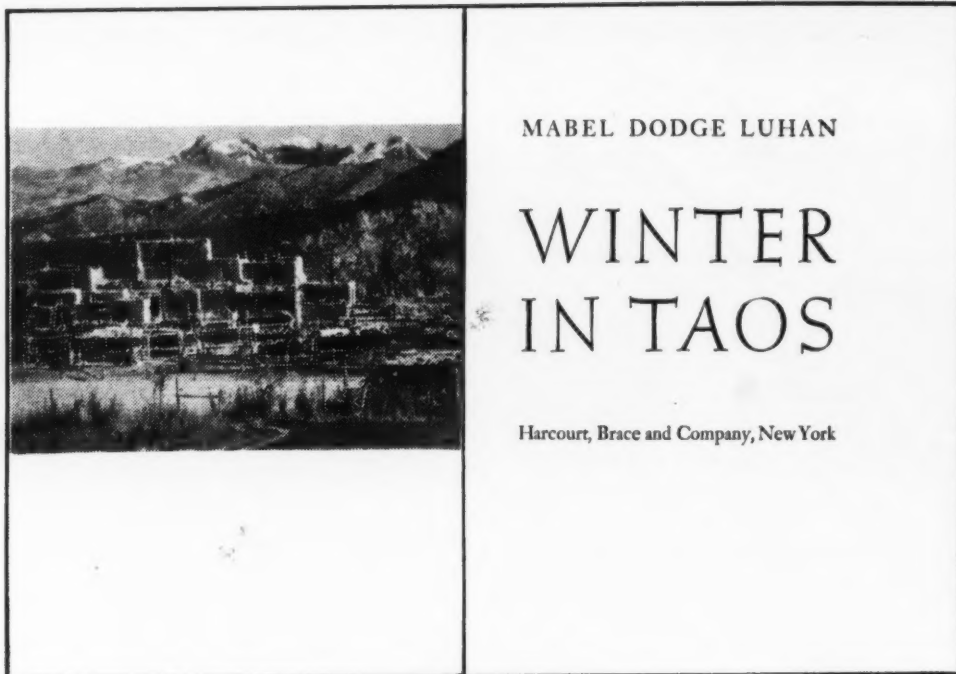
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MABEL DODGE LUHAN

WINTER
IN TAOS

Harcourt, Brace and Company, New York

*The shape of the picture governs the arrangement of the title-page of
"Winter in Taos" (Harcourt, Brace)*

Full Trim: A Bias on Current Book Making

EVELYN HARTER

THE PLANNER OF BOOKS is not accustomed to thinking of himself as a literary critic. He is content to leave the joys and burdens of that profession to the editorial department, and to the reviewers. Yet it is actually he who may make the first effectual comment on the text to the outside world by the way in which he handles its appearance. Every book has an air about it, even to people without typographically trained eyes in this visual-minded age—whether of delicacy, dignity, elegance, sophistication, or shoddiness. A book has overtones which the reviewer and buyer may feel without being aware of them.

If this is the case, the more literary judgment the bookmaker can bring to his problem, the better he can interpret the manuscripts which land on his desk. His treatment of the format may help to damn or misinterpret a text, or it may serve to elevate it beyond its deserts. If, for instance, a person planning a book by Thorstein Veblen were to think of him as a radical economist and

use various eccentric black-face types, he would be doing an extreme injustice to the meticulous fine-spun dialectics of Veblen, and would give the reader who comes to Veblen's book for the first time a wrong initial impression.

If the designer is empowered to choose or recommend an illustrator his responsibility is even greater, for he must try to find one who will be truly *en rapport* with the text, and who will bring to his task a literary as well as technical intelligence. Almost all artists feel that they can illustrate any book, but the artist who can do so is as rare as the unicorn or the phoenix-bird. It is one of the designer's more delicate jobs to see that the right one is chosen.

The same thing may be true of bookmakers, too, and perhaps in a typographic Utopia manuscripts would be sorted at a general clearing-house and given to the production man who was best fitted to handle them. Utopia is not likely to arrive this summer, however, and in the meantime the

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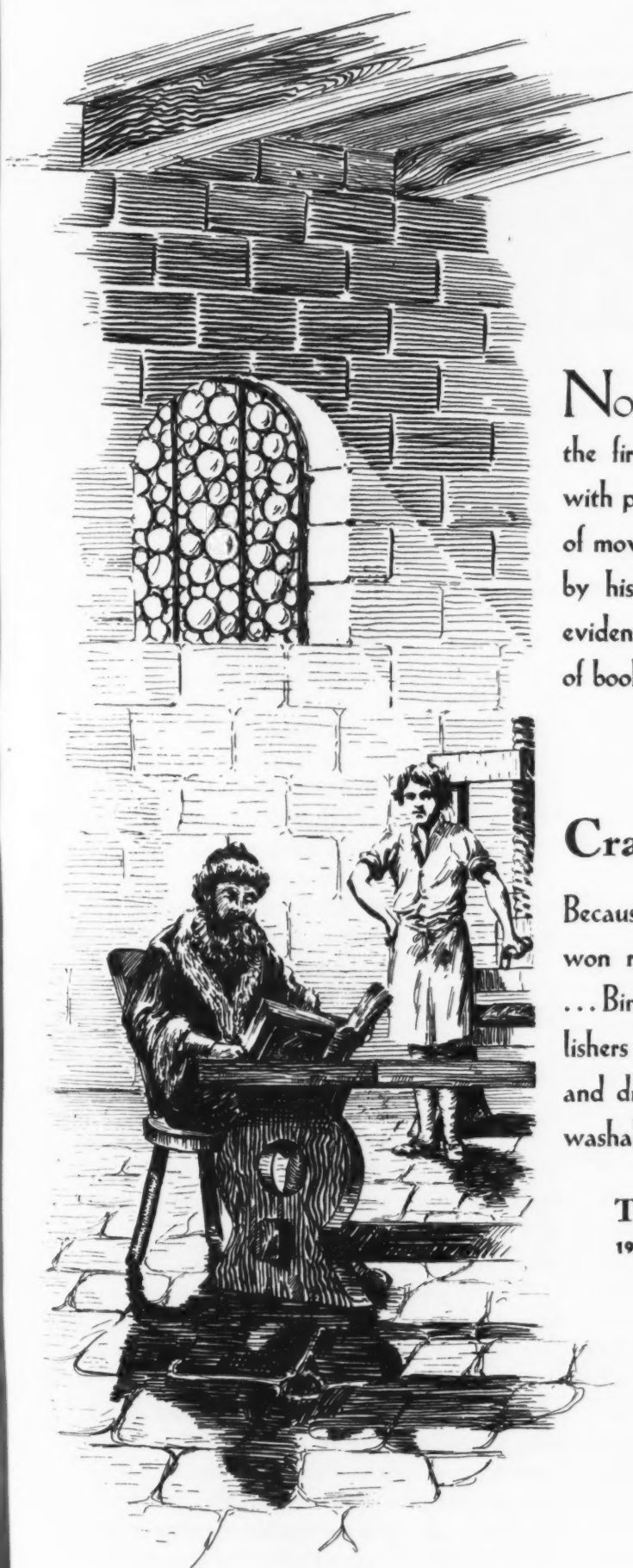
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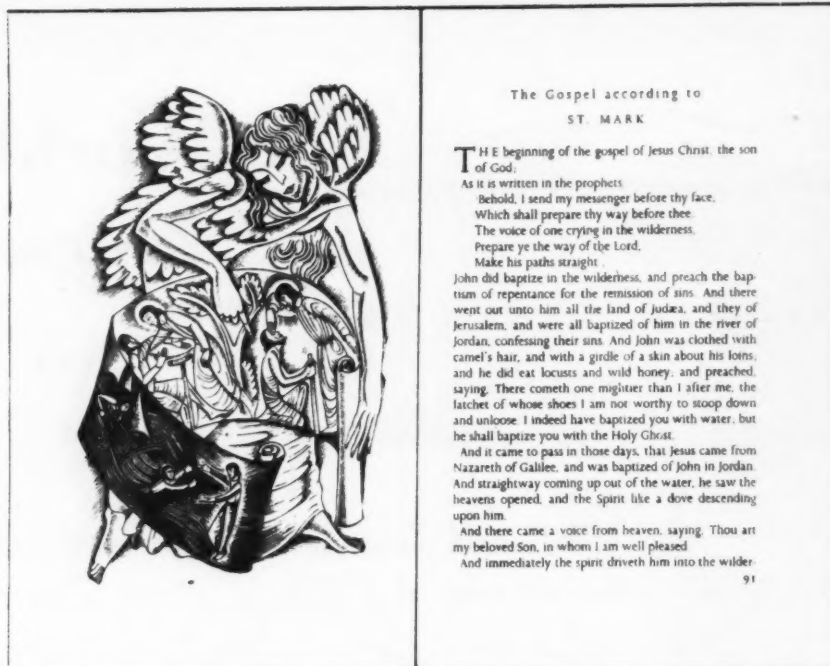
THE KERATOL COMPANY

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"for better bindings"





A page from Eric Gill's "New Testament," an attempt to do the Bible in a twentieth century manner (Dutton)

bookmaker takes what comes to his desk and does the best he can with it, much as the reviewer for a metropolitan paper must do.

It is interesting to speculate on what would happen if our most eminent typographers were being asked to work on radical and modern material—if, for instance, Bruce Rogers were to plan an edition of the "Communist Manifesto" and D. B. Updike to do "The Daring Young Man on the Flying Trapeze." It would be natural to prophesy that the results would not be greatly different from their handling of the classics. Yet one should not be too sure. No one asks that a book squawk its identity like a rubber doll when it is picked up, that it proclaim its nature obviously, and possibly the masters of traditional typography would find ways of differentiating old and new. Yet actually one looks to the trade book designers to teach themselves how to handle the reading matter of this age—to retain what is sound from old patterns, introduce what is appropriate from new materials and types, and to curb typographical violence, but not experimentation.

It has been said that every generation does its own edition of the classics for itself. In America we have a modern handling of the Four Gospels done in sans-serif by Lester Douglas, and now Eric Gill's New Testament is at hand, decorated with his wood engravings and set in his Joanna types. Neither handling seems as appropriate as Bruce

Rogers' Bible which will soon be off press, set completely in a specially revised version of his Centaur. Although Centaur is based on a sixteenth century letter, we should be much surprised if our generation does not prefer, in the end, to let the Rogers treatment stand for us unless a more successful modern version is done. The Joanna roman seems to us a particularly difficult type to read in blocks on the page. The inclined roman which serves Gill as an italic is, however, more graceful and readable than his roman.

There are some books which belong so com-

pletely in the period in which they were written that it would be wrong to try to bring them into the twentieth century typographically. The Walpole printing office has recognized this in its handling of "The Love Poems of John Donne" (Peter Pauper Press). It is set in a type rather rarely seen (Deberny roman) and printed with a light impression on Arak ash stock on a tall narrow type page which is a happy shape for the predominantly short lines of Donne's verse.

The Random House edition of Synge's plays—one of their \$3.50 series of one volume editions—is not only a bargain, but a wonderfully compact, legible and handsome book. It is bound in an agreeable green buckram finished off with a green top and headbands. The designer, Joseph Blumenthal, specified extra-thin spacebands in the linotype composition, with resulting improvement in the appearance of the page, and economy in length.

When you pick up "Winter in Taos" (Harcourt, Brace) you have no doubt that you have a real book in your hands. It is bound in that Bancroft Buckram A which has proved such a manageable and dependable stand-by, and it is stamped in reddish brown ink with Weiss Series I initials. Robert Josephy has solved the problem of handling the photographic illustrations by bleeding the pictures right and left, and leaving white paper at the top and bottom—not

HOW TO BE LEGIBLE THOUGH MODERN

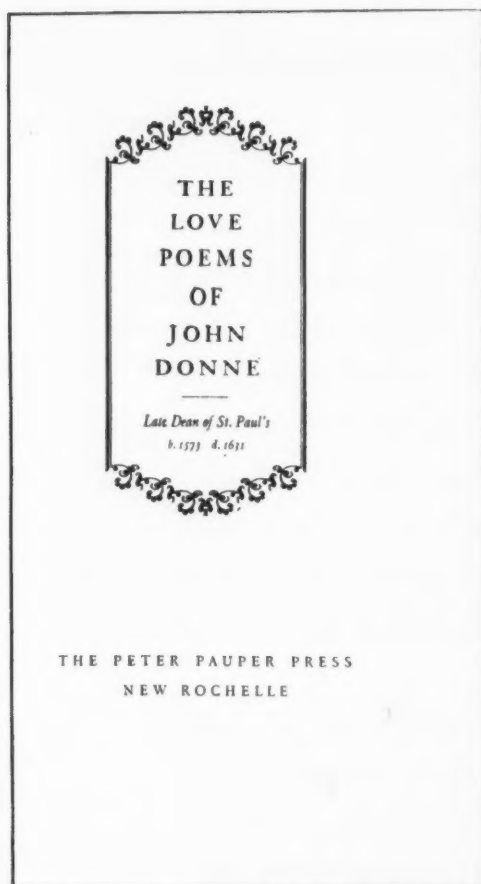
Do you know how to make a book look modern, and still be readable? Not always easy, but here's a good rule! When in doubt, try Bodoni. Bodoni has lived through several cycles of modernism . . . in fact, it started one. Old Johnthebaptist Bodoni, who designed the face, was quite a modernizer in his day. Can't you just picture all the printers of the time shaking their heads and clicking their tongues over his sharp serifs and wide leading, his smooth paper and spacious margins? Can't you just hear them telling each other that such stuff couldn't last . . . and then trying to copy it?

There are four weights of Bodoni available on the Linotype, ranging from the pale *Bodoni Book* to the *Stygian* blackness of *Poster Bodoni*. If you want to make it unmistakably clear that you are using Bodoni in the modern rather than the classical manner, you can tuck in a line of *Poster Bodoni* or a few black dots. Either device will make it very, very modern without detracting from Bodoni's inherent legibility. Nothing can make Bodoni hard to read except setting it solid, and of course nobody would think of doing that. Mergenthaler Linotype Company, Brooklyn, N. Y.



10 Point Linotype Bodoni leaded 5 points

a new idea, but the proportions are right, and logic is aided by a corresponding treatment of the title-page. Designers have been floundering for several years over the handling of bleed illustrations. Although the problem was simplified in this case by the fact that the illustrations were of the same shape, this book proves that it is by gradual refinements of innovations that they are whipped into line.



Period spirit without period affectations distinguish "The Love Poems of John Donne" (Peter Pauper Press)

Ernst Reichl has always had a weather eye out for odd binding materials. On "Restless Days" (Knopf) he has utilized a piece of yellow and red wrapping tape to make a decorative band around the binding and has stamped the title on this. He has put a splash of red on the title-page such as a painter would make if he were trying out his brush. A fillip has been added to the text page in the treatment of the chapter numerals and the folios, the former being indented from the gutter margin a few picas and the latter indented the same distance from the outer margins.

Among the successful jackets of the month must be mentioned Scribner's gold and green jacket for "Tropical Fishes and Home Aquaria," with letters in Eve on a rich gold paper, Putnam's interesting black and white check jacket for "Young Ward's Diary" with corresponding checked cloth binding, and the very attractive jacket for "Ships" (Simon & Schuster). Among recent bindings that show care in planning are the handsome rose whipcord binding for "Sir William Davenant" (University of Pennsylvania Press), the effective but economical red and black ink labels on "Moscow Yankee" (Putnam's) and the dark blue binding with gold lettering and blank bars on "Puzzled America" (Scribner's). Mention should also be made of the finely reproduced gravure illustrations in "Moscow Carrousel" (Knopf), as well as the modern chapter openings in rules and Beton open in the same book.

A fresh handling of a textbook is furnished in a debating outline, "Arms and Munitions" (Noble & Noble). It is bound in good khaki cloth; a red and black soldier, ingeniously simplified, stands on the backbone, extending a firing arm across recto and verso.

Ten Printing Commandments

WHEN THE Vainglorious Order of Fine Printers and Futilitarians, in San Francisco, recently enrolled Wilder Bentley as a member he was made to pledge himself to obey the Ten Commandments for Fine Printers as drafted for the Council of Perfection of the V.O.F.P.F. by its Subcommittee on Rules and Discipline. The ten commandments are:

1. Thou shalt not imitate.
2. Thou shalt not cater.
3. Thou shalt not seek novelty for its own sake.
4. Thou shalt not seek effectiveness for its own sake.
5. Thou shalt not employ expedients.
6. Thou shalt not concern thyself about the opinions of others concerning thy work.
7. Thou shalt not exploit thyself nor suffer thyself to be exploited.
8. Thou shalt not give to anyone that which he wants unless for thyself the thing that he wants is right.
9. Thou shalt not compromise, either with popular taste, with outlay and returns, with honesty, with self-respect, or with machinery.
10. Thou shalt not be satisfied—ever.

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Uniform Sales Contract for the Book Manufacturing Industry

as agreed upon between the Manufacturing Committee of the Book Publishers' Association and the Trade Relations Committee of the Code Authority for the Book Manufacturing Industry on January 23, 1935.

On and after March 15, 1935, no Edition Book Manufacturers shall sell or offer to sell, any product or service included within the Book Manufacturing Industry upon terms and conditions more favorable to the customer than those contained in the following Uniform Sales Contract Form:

Conditions of Sale

I—GENERAL PROVISIONS:

1. *Written Orders*—All orders and changes in original orders for composition, plate-making, paper, presswork and binding shall be in writing; printing orders shall specify the exact quantity of each title to be printed at one run; binding orders shall specify the exact quantity of each title to be bound at one time.

2. *Oral Agreements*—Neither manufacturer nor customer is bound by any oral agreements or representations made by salesmen or others in their employ which are contrary to the provisions of the Code and/or this contract; nor for any special agreement not confirmed in writing.

3. *Customer's Property*—Space may be provided by the manufacturer for the property of the customer but the manufacturer shall not be responsible for any loss of, or damage to the property, unless caused by his failure to exercise proper care in safeguarding or handling the property, or by his negligence.

4. *Damages Due to Delay or Loss During Manufacture*—Manufacturer is not responsible for damages due to delay or loss during manufacture when such delay is caused by acts of God, or by fire, strikes, or unavoidable accidents, provided that there has been due diligence exercised by the manufacturer.

5. *Insurance*—Fire insurance and, if there is a sprinkler risk, sprinkler insurance shall be carried by the manufacturer on the value of the labor and materials supplied by him during the progress of the work, and continues only until such time as the work is delivered.

6. *Overtime*—Overtime authorized by the customer shall be billed on a basis agreed

upon between the manufacturer and the customer, or in absence of such agreed basis, at a price proportionate to the increased cost to the establishment of such overtime.

II—COMPOSITION AND PLATE-MAKING:

1. *Calculating Manuscript*—The manufacturer, if requested, will to the best of his ability estimate the probable number of pages which a given manuscript will make, based upon the specifications submitted with such manuscript, but responsibility shall not attach to him for inaccuracies in such estimate.

2. *Price Quotations from Manuscript*—Price quotations made from manuscript pages shall be based upon matter appearing in those pages only.

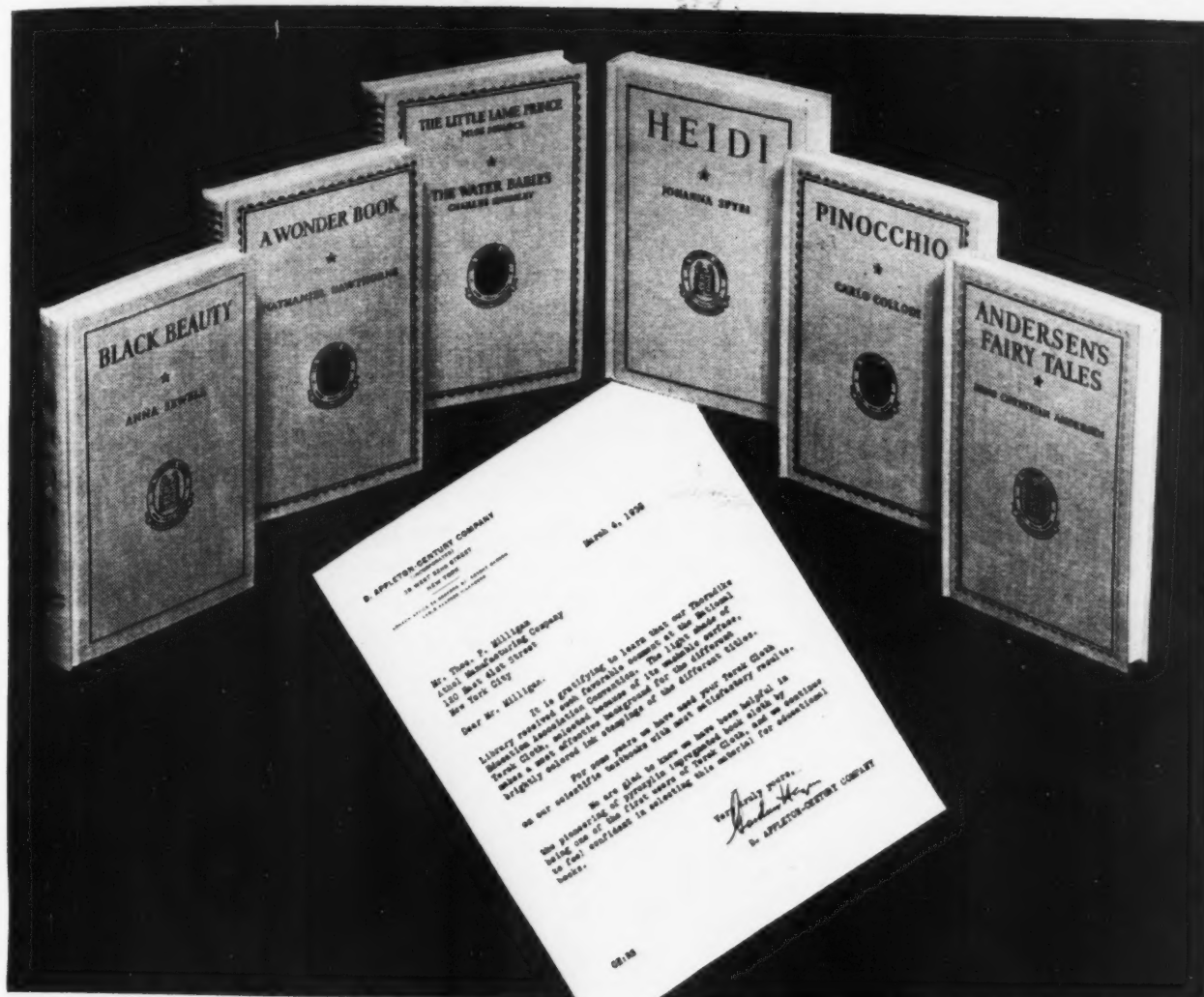
3. *Composition from Manuscript*—Manufacturer's responsibility shall be limited to a careful composition from manuscript. In no case after proofs have been okayed by the customer shall any claim be made against manufacturer for any error, provided errors later discovered have not originated after return of such okayed proofs, and are foreign to any marks thereon. Manufacturer's liability shall not exceed that of correcting type, plates, sheets or books, unless there shall be a special written agreement to the contrary.

4. *Editing of Manuscript*—In no case will manufacturer be responsible for editorial inconsistencies in manuscript unless there is an agreed-upon editorial charge.

III—PRESSWORK:

1. *Plates*—All plates furnished manufacturer, unless otherwise specified, shall be standard bevelled electros prepared for patent bases and in proper condition for use without proofing, washing or repairing.

2. *Paper*—Where paper is supplied by the customer, manufacturer will not be responsi-



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ble for balance lots of less than one ream, and at the end of each calendar year said lots shall be eliminated from the inventory after due notice to customer to remove.

3. *Over-runs or Under-runs*—There shall be a tolerance of 10% for over- or under-count, and this shall be charged for or deducted on the proportionate basis of the presswork price.

IV—EDITION BINDING:

1. *Receipt of Material*—It is understood that all printed sheets shall be properly jogged up, cut to size, and imposed for binder's equipment.

2. *Count*—The binder shall not be required to hand-count sheets or other material supplied by the customer or his authorized agent. The basis of count shall be the folded and gathered record made as soon after receipt as practicable.

3. *Balance of Editions*—Folding, plating, gathering and/or sewing on all unordered sheets is to be completed by the binder, unless written instructions to the contrary shall be given by the customer.

4. *Split Orders*—When customer's requirements necessitate splitting the original quantity ordered, each lot separately bound will be billed as an individual order.

5. *Specimen Covers*—To meet customer's requirements binder will make without charge one lot of specimen covers per title. Additional lots shall be charged for on a cost basis. Should specimen covers not be followed by regular edition order, all specimen covers furnished shall be charged for.

6. *Delivery of Books*—

- (a) Delivery to a common carrier, or to customer's warehouse door or floor shall constitute complete delivery, or to manufacturer's warehouse if held subject to customer's disposition.
- (b) All prices, unless otherwise specified, shall be quoted f.o.b. main warehouse of customer.
- (c) All deliveries of less than the binding order or deliveries of the full binding order to points other than the customer's warehouse door or floor, unless otherwise specified or agreed upon, shall be subject to an extra charge.

7. *Imperfect Books*—The manufacturer

shall not be responsible or liable in any way for defects in paper unless furnished by him; nor for defects in printing which appear on the inside of folded signatures, unless his contract includes the presswork. Unless there shall be a special agreement to the contrary, manufacturer's liability for defective work shall be limited to the cost of the paper, the presswork and binding; his responsibility shall not include transportation or any other costs after delivery to customer; and his liability shall cease one year from date of delivery.

8. *Over-runs and Under-runs*—The binder shall be allowed a tolerance of 10% over or under the quantity ordered, excepting that when order is for entire edition binder shall charge for all overs. By special agreement, including compensation, on specific orders manufacturer may limit production to exact quantity ordered.

V—TERMS:

1. *Billing*—

- (a) Paper supplied by manufacturer shall be billed when received by him.
- (b) Composition, platemaking and printing shall be billed when completed.
- (c) Binding shall be billed upon the completion of a specific order, whether actually delivered or held by the manufacturer subject to the disposition of the customer.
- (d) Billings for folding, plating, gathering and/or sewing on all unordered sheets when such work is performed by the binder shall be made within one year from completion.
- (e) Storage of Type—Storage charges for type, if any, shall be billed monthly.
- (f) Plates—Plates ordered shipped from manufacturer's vault are subject to handling and cartage charges.

2. *Deferred Billing*—Advance orders may be taken by a manufacturer, to provide continuous production and insure completion by a specified date. In such case billing shall be made as completed, with deferred billing date specified, and the deferred billing date on a specific order shall not exceed six months from the completion of the order. The shipping of any part of a specific order



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Scribners

HEAVEN'S MY DESTINATION
Harpers

MATADOR
Little, Brown & Co.

THE FOOL OF VENUS
Covici-Friede

MERCHANTS OF DEATH
Dodd, Mead & Co.

THE FORTY DAYS OF
MUSA DAGH
The Viking Press

YEARS ARE SO LONG
Frederick A. Stokes Co.

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shall automatically cause the billing date of the entire order on that specific title to become current.

3. *Payment*—

- (a) Payment for binding of books, delivered and billed, may at the option of the binder, be made current as of the dates of shipment; provided that all payments for unshipped trade books shall become current within six months after completion, and that all payments for unshipped subscription and educational books shall become current within one year after completion, subject always to the provisions of the following letters: (b), (c) and (d) of this paragraph.
- (b) Maximum discount 2% for payment in cash not later than the 15th of the month following billing; Net to end of month following billing; thereafter interest to be charged thereon at the legal rate per annum.
- (c) Invoices actually received by customer later than the 5th of month following date on invoices shall be

included in the settlement for the month in which invoice is received.

- (d) When cash payments are not made by the end of the month following billing, only legal interest bearing non-renewable trade acceptances, for a period not exceeding ninety days, may be taken, no discount allowed, and such trade acceptances must be given not later than the end of month following date of billing.

Fine Printing Check-List

THE UNIVERSITY OF CALIFORNIA has published a classified check-list of books of reference and periodicals on the subject of fine printing, most of which are available in the general library of the University of California. This check-list has been compiled by Wilder Bentley, who has been giving lectures at the University on various aspects of this subject as it affects book production and book interests in general. The list includes about 600 items, classified under such subjects as "The Origin of the Book," "Printing History and Modern Trends," "Printing Practice," "Printing Types and Decoration," "Illustration," "Bookbinding," "Paper-Making," etc.

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What's News!

THE BOOK CLINIC SHOW of Trade Book Design will be held at the New School for Social Research, 66 West 12th Street, New York City, probably during the first two weeks in May. The jury has just completed making its selections from the 215 entries submitted before the closing date last week.

THE RUZICKA SHOW which opened in Chicago earlier this winter is expected to be brought to New York sometime during the next two months, under the auspices of the American Institute of Graphic Arts, with Melbert Cary, Jr., in charge.

ON APRIL 15TH the International Exhibit of Fine Bindings will open at the Low Memorial Library, Columbia University. This is an exhibit which has been planned for a long time and which will be one of the most important exhibits of the bookmaking arts held in this country for many years. Dr. Hellmut Lehmann-Haupt, under whose direction the show has been planned, has had splendid cooperation from European sources as well as American collectors in making the material ready. On May 1st the A.I.G.A. will make this exhibit the occasion of a dinner followed by a visit to the galleries and a discussion of the bindings.

AN EXHIBIT of "The Making of a Book" will be set up in the Scribner Book Store, New York City, probably on April 22nd. It is planned to have a linotype machine on the floor of the store where the operator will work on the composition of a forthcoming Scribner book. He will also make souvenir slugs bearing the names and addresses of visitors. Cases will contain exhibits of the various steps in the making of a book from manuscript to completed copy, and each visitor will be given a pamphlet "The Making of a Book" which will explain in simple language the various technical phases of bookmaking.

TWO HUNDRED PAINTINGS and drawings by America's leading illustrators were placed on view at the Society of Illustrators' exhibition in Rockefeller Center on Monday, April 1st. They will be on view until the

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14th. The exhibit covers magazine illustration, the work of fashion artists and advertising artists, and cartoons.

THE BOOK ILLUSTRATION SHOW of the A.I.G.A. proved so successful that it was held over one extra week at the Architectural League, 102 East 40th Street. It is scheduled to close Saturday, April 6th.

BINDING CLOTHS were the subject of discussion at the regular luncheon meeting of the Book Clinic of the A.I.G.A. on March 21st. Mary Lu Moore of the Athol Manufacturing Company said that it was her experience that color was assuming much more importance than in the past. More colors and shades are being used now owing to the fact that many designs are achieved entirely through the use of color. Two-cloth bindings are becoming more and more common, and often the color of the binding is made to match the jacket or end sheets. Miss Moore said that it was an advantage to a cloth house to carry a wide line of colors. There is a greater interest in texture, too, she pointed out. Dull and unfinished cloths now make up at least 60% of the cloths sold. As an example of the effective use of a special shade of cloth Miss Moore cited "Stars Fell on Alabama" which is bound in a violet-gray cloth which just matches the end papers.

Sidney Jacobs of Knopf inquired why cloth manufacturers did not experiment with inks, pointing out that it takes at least four impressions to stamp white ink on black cloth correctly. Mrs. Sybil Hastings of Holliston Mills answered that publishers often would not pay for the grade of ink needed for good stamping, and that the producers were content to manufacture what the publishers want. Warren H. Arnold of the Western Shade Cloth Company suggested that the publishers had better facilities for experimenting with inks than the cloth manufacturers. Thomas P. Milligan of Athol said that his firm, after experiencing trouble with inks, had worked with the ink

manufacturers and had persuaded them to change the formula for their inks away from the linseed base that causes much of the difficulty.

Robert Josephy stated a need for more cloths of neutral color that could be used for the background of a design. There should be three or four shades on the tan or gray side in each line, he said.

The advantages of unfinished cloth were brought out by discussion. It was stated that cloths with embossed grains required treatment with heat and steel rollers which injure the fabrics. The tensile strength of unfinished cloth is said to be greater.

The next meeting of the Clinic will be April 11th.


SUPPLEMENTARY to the exhibition of Modern Color Prints now being shown at the New York Public Library, a selection of books from the Spencer Collection has been put on view in an adjacent room showing specimens of color illustration of earlier centuries. The latter exhibit begins with illuminated manuscripts showing specimens from the European Middle Ages, from Japan, Turkey, Armenia, and Ethiopia. Books of the 15th century show hand-colored and stencilled woodcuts. There are ten cases of specimens from the 18th century, when numerous processes of color printing were developed, and examples of lithography, photoengraving and photogravure from the late 19th century. The entire scope of the exhibition is from 1300 to 1900.

BOOK PRINTING

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Describes and Indexes the New Books of all Publishers in a Convenient Reference and Buying List for Bookstores and Libraries

Ar: Fine Arts **Dr:** Drama **Hi:** History **Po:** Poetry **Sp:** Sports
Bi: Biography **Ec:** Economics **Ju:** Juveniles **Re:** Religion **Tr:** Travel
Bu: Business **Fi:** Fiction **Mu:** Music **Sc:** Science

Akins, Zoë

The old maid; dramatized from the novel by Edith Wharton. 188p. D '35, c. '22-'35 N. Y., Appleton-Century 2.00

A successful dramatic production of the current season in New York, starring Helen Menken and Judith Anderson.

Allen, Gertrude M.

Nightshade. 256p. D ['35] N. Y., Macaulay 2.00

A mystery thriller, laid in France, which combines blackmail and kidnapping activities.

Allen, John Houghton

Song to Randado. 40p. D [c. '35] Dallas, Tex., Kaleidograph Press 1.50

Poems about the Texas ranch country near the Mexican border.

Ariel, Jacob Valley

The queen of beauty; a comedy in four acts, based on the Book of Esther. 198p. O c. N. Y., Bloch lea. cl., 2.00

Armour, Richard Willard

Barry Cornwall; a biography of Bryan Waller Procter; with a selected collection of hitherto unpublished letters. 370p. (18p. bibl.) il. (por.) O c. Bost., Meador 3.00

A study of the life, works and literary friendships of a 19th century English poet who wrote under the pseudonym of Barry Cornwall.

Armsby, Leonora Wood

Musicians talk [preface by Olin Downes]. 255p. il. O c. N. Y., Dial Press 2.50

The managing director of the Philharmonic Orchestra of San Mateo County, California, presents informal glimpses of Gabrilowitsch, Toscanini, Bruno Walter, Molinari, Mischa Elman and other famous musicians as she knew them while they were her guests.

Avdeyenko, A.

I love; a novel; tr. from the Russian by Anthony Wixley. 283p. front. (por.) D ['35] N. Y., International Publishers 1.50

Dr

An autobiographical novel by a Soviet railroad engineer at Magnitogorsk, one of the industrial giants of the first Five-Year Plan.

Bailey, Liberty Hyde and Bailey, Ethel Zoe

Hortus; rev. 755p. O '35 N. Y., Macmillan

The 100-page supplement, bound in paper, is also sold separately at \$1.50.

Barretto de Souza, Joseph Michael Thomas (Count de Souza)

Horseback riding made easy. 120p. il. diags. D [c. '35] N. Y., Dutton 2.50

A concise manual on horseback riding, for the beginner.

Beals, Ralph Albert

Aspects of post-collegiate education. 146p. (bibl. footnotes) O c. N. Y., Amer. Ass'n for Adult Educ. bds., 1.25; to members, 1.00

A report of the development in post-collegiate education since 1929.

Becker, Edna

Trees; il. by Margaret Whittemore [lim. ed.]. 31p. Q [c. '35] Bost., Bruce Humphries 2.00
 Fourteen drawings of trees with accompanying verses.

Bible

Story of David [reprinted from the Authorized Version with eleven wood-engravings] by John Farleigh. 140p. O '35 N. Y., Macmillan 1.50

Binyon, Laurence

The spirit of man in Asian art. 232p. il. O (Charles Eliot Norton lectures, 1933-34) '35 Cambridge, Mass., Harvard 4.00

Black, Newton H.

An introductory course in college physics. 722p. il. O '35 N. Y., Macmillan 3.50

Booklist books, 1934. 64p. O '35 Chic., Amer. Lib. Ass'n pap., .65

An annotated list of selected books published during 1934, designed as a buying guide for public libraries.

THIS LIST aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place, not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n. d.]

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20cm.); S (16 mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

★ indicates a translation from a foreign language, a key used at the request of the International Institute of Intellectual Cooperation of the League of Nations.

Brennig, Marie Coudert, ed.

Wedding Embassy year book [wedding etiquette]. 108p. O '35 N. Y., Wedding Embassy, Inc., 32 E. 57th St. 2.00

Britt, Sappho Henderson, pseud. [Josiah Pitts Woolfolk]

Passion in the South. 254p. D [c. '35] N. Y., Godwin 2.00

Bulygin, Captain Paul

The murder of the Romanovs; the authentic account; including The road to the tragedy by Alexander Kerensky. 286p. il. O c. N. Y., McBride 3.00

An account of the death of Tsar Nicholas II of Russia and his family, told by an officer of the Imperial Life Guards who tried to save them.

Buranelli, Prosper and others

The cross word puzzle book; 34th ser. 138p. D c. N. Y., Simon & Schuster 1.35

Butler, Samuel

The way of all flesh. 511p. il. T ['35] [N. Y., Wm. Collins] flex. lea. cl., .75, bxd.

Cambiaire, Celestin Pierre

East Tennessee and western Virginia mountain ballads. D '35 N. Y., G. E. Stechert 2.25

Carritt, E. F.

Morals and politics; theories of their relation from Hobbes and Spinoza to Marx and Bosanquet. 216p. D '35 N. Y., Oxford 2.25

Carver, Thomas N., and others

Textile problems for the consumer. 185p. D '35 N. Y., Macmillan 1.60

Charles, Edward

Portrait of the artist's children. 292p. D c. Bost., Lothrop 2.00
A story of an English artist and his relations with his wife and children from whom he was separated.

Clarke, Gipsy

Out yonder. 317p. D [c. '35] N. Y., Crowell 2.00
The story of an eastern bride's valiant efforts to adjust herself to the hardships of ranch life in the Arizona desert country.

Allyn, Mabel Conklin

Sweet Adeline; or, The cowboy minstrels. 27p. D (Baker's specialties) [c. '35] Bost., W. H. Baker pap., .35

Alpha individual arithmetics (The); b'k 8, pt. 2; complete and unified text—workbook—tests. 191p. il., map, diagrs. O [c. '35] Bost., Ginn pap., .48

Altrocchi, Rudolph, comp.

Deceptive cognates; Italian-English and English-Italian. 77p. S [c. '35] [Chic.], Univ. of Chic. Press flex. cl., .75

Barbee, Lindsey

Rainbow Cottage; a play in three acts. 70p. diagr. D (Baker's edition of plays) [c. '35] Bost., W. H. Baker pap., .50

Twelve hours by the clock; comedy in two acts for eight female characters. 58p. diagr. D (Baker's edition of plays) [c. '35] Bost., W. H. Baker pap., .50

Bell, Reginald

Public school education of second-generation Japanese in California. 116p. (5p. bibl.) O (Stanford Univ. pub'ns, univ. ser. educ.—psych., v. 1, no. 3) c. Stanford Univ., Cal., Stanford Univ. Press 1.50; pap., 1.00

[Bennett, M. K.]

Per capita wheat consumption in western Europe; 1,

Clarke, Isabel Constance

Laughing prelude. 320p. D '35 N. Y., Longmans 2.50
A romance laid in England and in Florence, Italy.

Clyde, William M.

The struggle for the freedom of the press from Caxton to Cromwell. 376p. O ['35] N. Y., Oxford 4.25

Coffin, Robert Peter Tristram

Strange holiness. 112p. O c. N. Y., Macmillan 1.75
Poems of country life by the author of "Lost Paradise."

Colette, pseud. [Mme. Gabrielle Claudine Collette de Jouvenal] and Willy, pseud. [Henry Gauthier-Villars]

The indulgent husband; tr. from the French by Frederick A. Blossom. 273p. il. D [c. '35] N. Y., Farrar & Rinehart 2.50
Claudine, married to Renaud, a man much older than she but with whom she was deeply in love, allowed the disturbing personality of Rézi to spoil her married life until she was rudely brought to her senses.

Comfort, Mildred Houghton

Peter and Nancy in South America. 256p. il. (col. front.), map D [c. '35] Chic., Beckley-Cardy Co. .85
A geography reader for the fifth and sixth grades.

Comstock, Mrs. Harriet Theresa Smith

The mark of Cain. 309p. D c. Garden City, N. Y., Doubleday 2.00
A romance of the North Woods.

Conkling, Fleur

Small talk for small people; il. by Anson Lowitz. 69p. D c. N. Y., Paebar Co. 1.50
Verses for small children.

Covington, Zellah

The poor simp; a comedy in three acts; rev. by Margaret Mayo and Nathaniel Edward Reed. 124p. S (Longmans' play ser.) c. N. Y., Longmans pap., .75

Crockford's clerical directory for 1935. O '35 N. Y., Oxford 14.00

Measurement, from 1885-86. 50p. (bibl. footnotes) diagrs. O (Wheat studies, v. 11, no. 7) c. Stanford Univ., Cal., Food Research Inst. pap., 1.00

Bond, Marjorie N.

Below the Potomac. 44p. (bibl.) O (Univ. of N. C. Lib. ext. pub'n, v. 1, no. 3) c. Chapel Hill, Univ. of N. C. Press pap., .50

Book of meditations, A [religion]. 99p. S [c. '35] Milwaukee, Morehouse pap., .50

Buxbaum, Edwin C.

Collecting National Geographic Magazines. 68p. il. D c. Milwaukee, Box Tree Press, 1811 E. Wood Pl. pap., 1.00

Cover, John H.

Retail price behavior. 100p. maps, diagrs. O (Studies in business administration, v. 5, no. 2) [c. '35] Chic., Univ. of Chic. Press pap., 1.00

Decker, Maurice H.

Working with leather. 63p. front., diagrs. T c. St. Paul, Minn., Webb B'k Pub. Co. pap., .25

Dellquest, Augustus Wilfrid

Burt's United States coin book; a guide to the coins of the United States; with a premium list showing prices paid and a collector's check-list of United States coins, also official U. S. Mint figures of the number of coins minted. 77p. il. S '35, c. '34 N. Y., Burt lea. cl., .50

- Dodge, Mary Mapes** Ju
Hans Brinker, or, The silver skates. 304p. S '35
Wash., D. C., Nat'l Home Lib. .25
- Douglass, Harlan Paul and Brunner, Edmund** Re
de Schweinitz
The Protestant Church as a social institution.
383p. (6p. bibl.) diagrs. O (Inst. of Social and
Religious Research) [c. '35] N. Y., Harper 2.50
- Downing, Todd** Fi
Vultures in the sky. 327p. D (Crime club) c.
Garden City, N. Y., Doubleday 2.00
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F., comps.
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Guest. Public Expenditure. 1927.
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Kinsey. Musical Atlas of All People.
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1887.
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Origin of the State. Lowie.
Loyalism in New York. Flick.
The Tuckerman Family. B. Tuckerman. Bos-
ton. 1914.

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The Cid. Translated by Southey.
Doyle. Memoirs of Sherlock Holmes. N. Y. 1894.
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Walter H. Baker Co., 178 Tremont St., Boston
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Houghton Mifflin Co. 1916.

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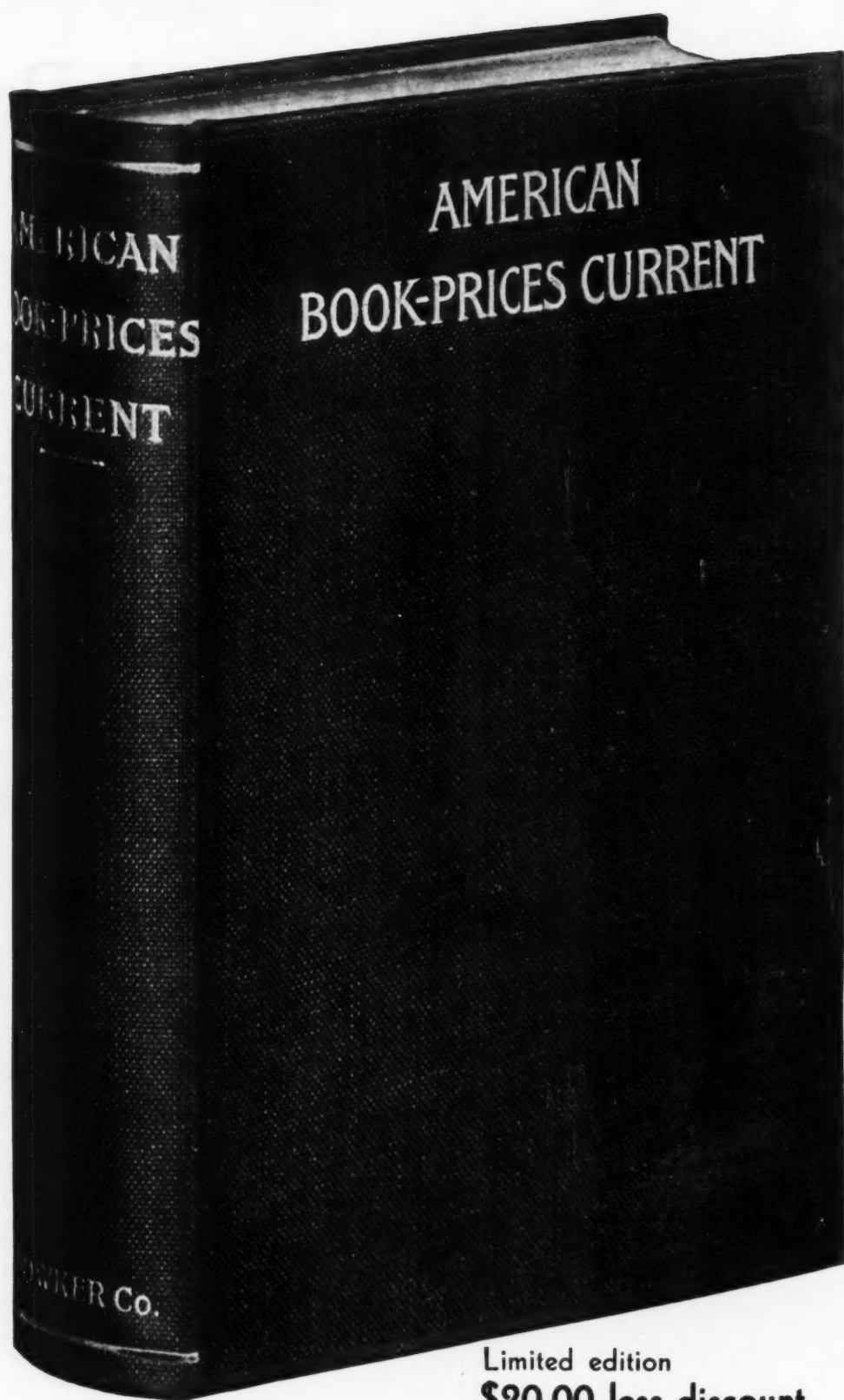
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